



The Manufacturing Confectioner

PIONEER SPECIALIZED PUBLICATION FOR CONFECTIONERY MANUFACTURERS

1948

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COVER: Grand Prize Award presented in 14th Annual Competition for Award for Outstanding Trade Association Achievement to National Confectioners' Ass'n. Presentation was made to Philip P. Gott, NCA president, at recent Washington, D.C., meeting, of American Trade Association Executives, by H. B. McCoy, director, Office of Domestic Commerce. NCA entry in ATAE competition featured NCA sanitation program.



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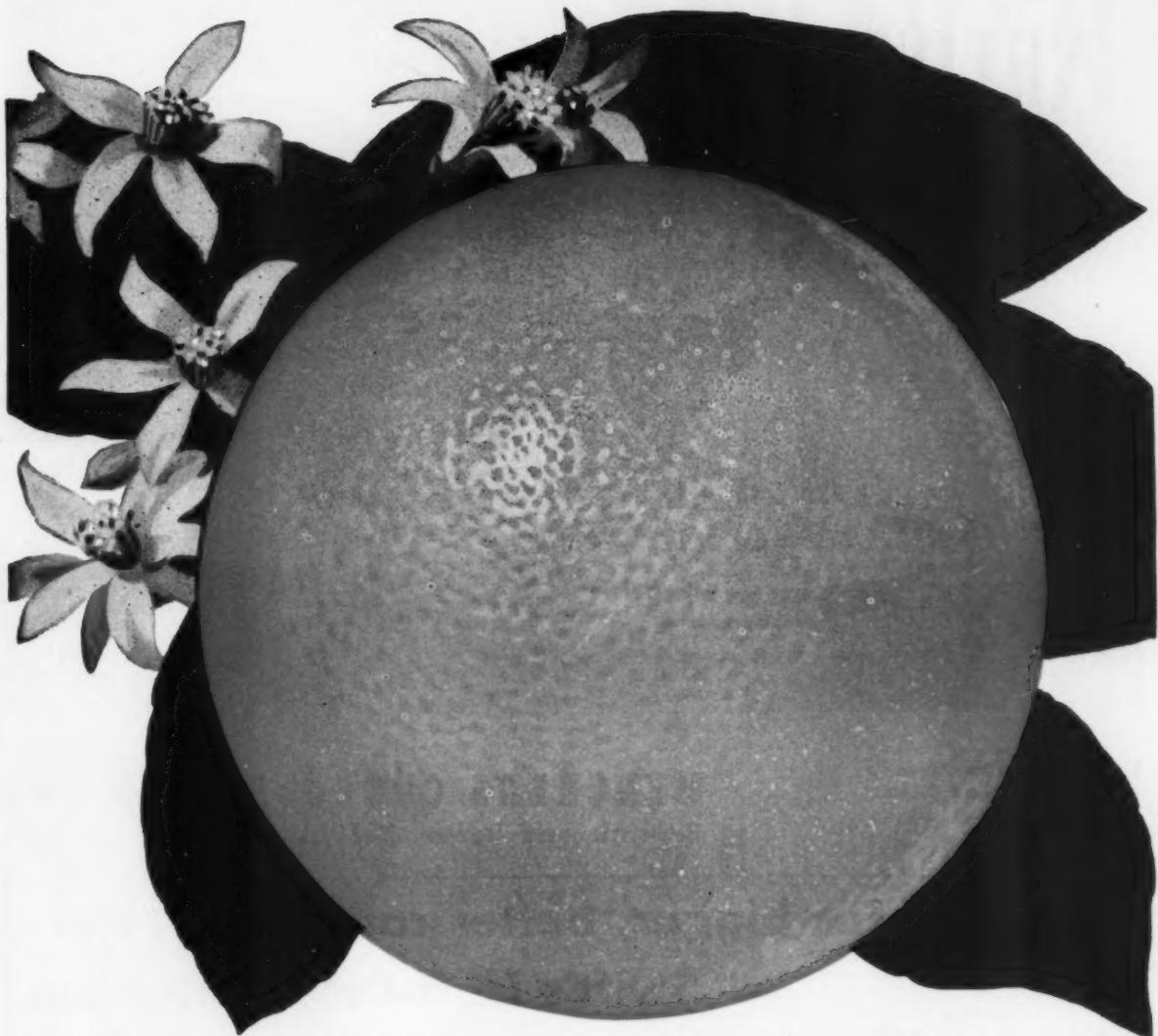
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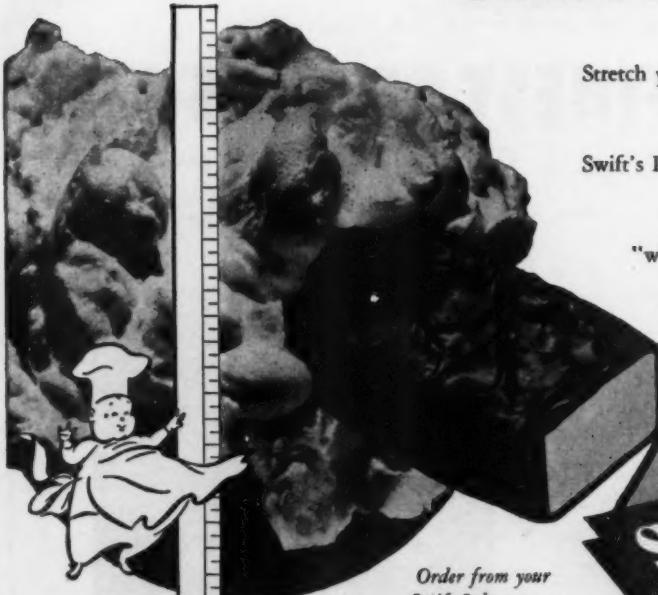


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ATLAS
 FLAVORING
 MATERIALS



JULY,

1949

Vol. XXIX

No. 7



NCA Meet Stresses Market Trends

by CLYDE C. HALL

The Manufacturing Confectioner

THE CONFECTIONERY INDUSTRY has now completed an orderly transition from a seller's market to a highly competitive one. Such was the candy merchandising theme sparking the introductory remarks of Philip P. Gott, president of the National Confectioner's Ass'n, to the opening session of the 66th annual NCA convention in Chicago's Stevens Hotel last month.

"There is plenty of competition among confectioners seeking to induce the consumer to buy their product,"



THEODORE STEMPFEL, vice-president of E. J. Brach & Sons, and chairman of NCA's 66th annual convention. To Mr. Stempfel, for his untiring efforts and thoughtful planning go the plaudits of this year's conventioners for making the convention so successfully interesting and helpful.

Mr. Gott added, "The public is now getting more for its money in the purchase of candy than in the same period last year.

With national income remaining at a high level and the general business outlook favorable, we are looking forward to one of the most successful years in our history, stated Mr. Gott.

A return to prewar prices is not likely, however, he pointed out, inasmuch as cost elements and taxes will probably not decrease further and because of the deflated value of our national currency.

"Confectionery manufacturers are continually adopting new scientific practices in industrial and chemical engineering which will enable them to produce an even

higher quality of confectionery at the lowest possible cost under efficiency management," he added.

An increase in candy sales to \$1,180,000,000 in 1955 and \$1,331,000,000 in 1960 were predicted by H. B. McCoy, director, Office of Domestic Commerce, U. S. Dept. of Commerce.

"Candy sales since 1927 have an unusually high correlation with personal disposable income," said Mr. McCoy. "Based upon these relationships in the past, if the country continues to prosper as it has during the current century, in terms of the current buying power of the dollar, manufacturers' sales of candy can be expected to rise from about \$1,000,000,000 in 1948 to approximately \$1,180,000,000 in 1955 and \$1,331,000,000 in 1960.

"This modest increase from 1948 to 1955 gives an indication that sales may have been higher in 1948 than would normally have been expected and may decline for a year or two before rising again. The long term increase in sales will not be as rapid as that indicated for many other industries, but it promises to be more stable."

Confirming the buyer's market theme of the convention were the merchandising trends reported by George F. Dudik, of the Food Division of the Office of Domestic Commerce. With 1948 seeing the industry top the billion dollar mark for the first time as well as the return to the competitive operation in the manufacture of candy, marketing took the place of ingredient shortages as the major problem of the industry, said Mr. Dudik.

"The year 1948 was a turning point in confectionery manufacturers' operations," he explained. "It was the first full year during which sugar supplies were unrationed; cocoa beans had begun to decline from their post-war high. The confectionery manufacturers' problem was no longer a matter of ingredients, but of marketing. The candy consumer was again free to choose among many types and brands of confectionery. Manufacturers' success was dependent upon ability to meet competition."

High priced packaged candies held their own in the competitive field in 1948, Mr. Dudik stated, showing that although many buyers were price-conscious, price was not the only factor governing sales.

"Price appeared to be an important consideration in the bar goods market," he pointed out. "Manufacturers whose average value per pound was on the low side tended



CONVENTION-EXPOSITIONS IN PICTURES: William C. Copp, Eastern Manager of THE MANUFACTURING CONFECTIONER, records in this issue of "MC" an interesting 75-photo-story of the Chicago NCA and ARC and the Atlantic City AMA Packaging Conventions and Expositions. Other exclusive photos by Mr. Copp appear on pages 17, 18, 19, 22, and 32. Following are identifications for photos at left. Full page photos opposite are identified below.

ROW 1 (l-r): Herman Greenberg, of Union Confectionery Machinery Co., Inc.; Frank Brach, of E. J. Brach & Sons, speaking at the NCA production forum; James A. King, of the Nucomoline Co., addressing the NCA production forum.

ROW 2 (l-r): Mrs. Frank H. Horning, of San Francisco, receives information on novelty boxes from Clarence Strack, of F. J. Schleicher Paper Co.; Ben F. Kreider, of Sonnen-Herr Co., and Harry Cecil of Cecil Chocolate Co.

ROW 3 (l-r): J. M. Leinen, of Jcs. Schlitz Brewing Co. in the Brewers Yeast Council booth; In the Milprint booth: Roy Duplessis and William Heller, of Milprint, Inc.; R. M. MacDonald and B. C. Robbins, of du Pont; Miss Carmine Garcia, from Franklin Baker's booth; and Jim Heller, of Milprint, Inc.

to show a better sales record than those whose prices rose in 1948."

"But price was not always the most important consideration. When it came to top-priced package goods made to retail at more than \$1 per pound, companies whose prices averaged on the high side had larger sales than others whose goods sold at somewhat lower levels. Reputation and quality apparently counted for a great deal in the market for higher price boxed chocolates and similar goods."

Mr. Dudik also pointed out that the larger volume manufacturers experienced less decline in business than did the smaller operators.

To boost candy sales in the impending keen competitive race for the consumer's dollar, more vigorous and efficient candy merchandising and marketing techniques were suggested at the convention.

The days of climbing incomes and unsatisfied demand

are over, Parlin Lillard, sales promotion manager of General Foods Corp., told the candy executives. Confectioners must find better merchandising techniques to keep pace with such competitors as ice cream, nut, and soft drink manufacturers. Although per capita consumption of candy increased 21.3 per cent in the last 12 years, said Mr. Lillard, per capita consumption of nuts increased 54 per cent, ice cream 77 per cent, and nonalcoholic carbonated beverages 115 per cent.

Mr. Lillard urged confectioners to utilize the grocery store market more extensively. Up to now, candy sales have averaged less than 1 per cent of chain grocery and supermarket sales, he explained, but experts believe that figure can be increased to 5 per cent. Among advantages candy offers grocers, he stressed: (1) it is a fast turnover item and (2) it ranks with the top two or three impulse items in the store. Mr. Lillard advised that care be taken to assure that the grocer be provided with the types

PHOTOS OPPOSITE PAGE—ROW 1 (l-r): L. J. Woolf, of H. Kohnstamm & Co., Inc., shows firm's plastic food coloring package to Sol Ellis, of Kohnstamm's Chicago office. Stanley Allured, Chicago advertising manager of THE MANUFACTURING CONFECTIONER, with J. T. Wallenbrock, of the Hubinger Co. Mrs. Stanley Allured, Stanley Allured, and Otto List (former "MC" editor), CANDY MERCHANDISING (background is volume-candy-buyer magazine of the Manufacturing Confectioner Publishing Co. R. E. Shumaker and G. R. Underwood, of Union Sales Corp.

ROW 2 (l-r): D. R. Thompson and J. Paul Hamon show pectin candies in California Fruit Growers Exchange booth. R. A. Lovett, of Filtril Corp., shows uses of desiccant in moisture control. H. A. Horan, P. G. Wear, Walter Brown, and N. Vance, at the Penick & Ford, Ltd., Inc., booth. Closeup of cherries and glace fruits displayed in C. M. Pitt & Sons Co. booth.

ROW 3 (l-r): A. W. Jackson chuckles over sales ideas for "Clecrat" and lecithin presented by "Bill" Cleary at the prompting of "Kid Clecrat," while George Zimluke reflects. J. R. Hanna, caught in a between-sentence candid shot, in the R. E. Funston Co. booth. Customer-boosting display of Whiston Products Div. of the Borden Co. showing candies using firm's whipping agents.

ROW 4 (l-r): Tasty judge samples made with almonds of California Almond Growers Exchange in latter's exhibit. Karl P. Fisher, of that firm from San Francisco; Mrs. P. W. Allured, publisher of THE MANUFACTURING CONFECTIONER; new NCA Director Reed Robinson, of Golden Nuggies Sweets, Ltd.; Mr. Christo Poulos and Miss Edna Hall at

the Christo Poulos glace fruit display at the ARC exhibit. Mr. and Mrs. Arthur Weinman showing plastic containers for candy in the Weinman Brothers, Inc., booth.

ROW 5 (l-r): Chester Abels and Miss Therese Borne Dugoff show novelties display at ARC exhibit of Mimi Specialty Co. Clyde C. Hall, editor of THE MANUFACTURING CONFECTIONER, Mrs. Clyde C. Hall, and Wesley Childs, a regular technical contributor to THE MANUFACTURING CONFECTIONER in the "MC" booth. A "Stokeswrap" packaging machine on display by Stokes & Smith Co., at the Atlantic City AMA Packaging Exposition.

ROW 6 (l-r): Norman Schwartz with semi-automatic, six-unit-at-a-pedal-thrust wrapping machine for hand or machine dipped chocolates in booth of Peerless Confectionery Machinery Co. Oscar Stoet, of Ross & Rowe, Inc., with C. W. Perkins, of Henry Heide, Inc., and W. Corwin, of Brock Candy Co. Sonnen-Herr Co. sales and executive group: (seated) John Dold, Ben F. Kreider, Fred Hay, George Schrub, Gus Triantos; (standing) Galen Hauger, Paul Long, Farold Leane, Dan Meitzer, Jr. Frank Murnane, of Murnane Paper Co., shows firm's base cards for candy bars and their important users.

ROW 7 (l-r): George Armstrong, of Franklin Baker Div. of General Foods Corp., with Carmine Garcia, Mr. Christo Poulos, Chester Abels, and George Kays at the Christo Poulos & Co., Inc., booth at the ARC exposition. Richard H. Schaefer, of Roto Bag Machine Co., with firm's two-bags-a-second cellophane bag making machine. Marvin Burkes, of Standard Printing Co., watches "magic rabbit" in novelty animated display, which shows how printed cellophane adds package appeal to candies.

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ROW 1 (l-r): Alex Hunter, of Thomas Mills & Bro., Inc., shows J. M. Rodman, of Fred Myers Mfg. Co. (nearest him) Mills removable belt cutting machine for hard candy, straws, and pillows. Surprise display of Harry L. Friend Co. was "2 Way Chew Cutter" shown, with Mrs. Don McCulloch offering information—so very new is cutter she registered folks for future literature (for data: write them at 200 Old Colony Road, So. Boston 27, Mass.). Ralph Gumaer and H. P. Feltman man show Neptune Meter Company's "Trident Auto Stop Meter" for corn syrup, liquid sugar, hot water, flavoring syrups. William Kopp, of National Equipment Co., shows National's big 24" "Enrober."

ROW 2 (l-r): Nello V. Ferrara and Louis Bufford, of Ferrara, flanking W. H. Keil, of Package Machinery Co., and S. R. Phin (Package at Toronto) at right, watch Package "DF-1 Bar Wrapper." John Latini, of Chocolate Spraying Co., displays new revolving pan which has precision spun bowl, sanitary base, direct motor drive, no exposed gears and is totally enclosed. Bill Reffler (facing) and Walter S. Gibbo, of Voorhees Rubber Manufacturing Co., discuss firm's rubber molds. George Laing, of Hayssen Manufacturing Co., demonstrates firm's "Model 59" candy wrapper.

of displays he likes and wants. A terrific waste of display material has occurred, he said, simply because advertisers have failed to bother checking on what the grocer needs and can use. Surveys of grocery stores can do much for effective planning and distribution of point-of-sales advertising, he commented.

More than 99 per cent of all food stores now carry candy, Robert W. Mueller told the convention. The leading candy types sold in food stores are bars and gum, cello-bag candies, boxed candy, bulk and jar candy. With candy sales in food stores more than \$500,000,000 in 1948, food stores are the No. 1 retail candy outlet, he added. He attributed these sales to self service candy display, lower prices than in other candy outlets, and a widening in candy varieties handled in the nation's food stores.

Self-service food stores surveyed reported that of each consumer dollar spent for candy, 48.9 cents was spent for

candy bars and gum, 36.3 cents for cello-bag candy, 8.8 cents for bulk candy, 4.3 cents for box candy, and 1.7 cents for candy in jars.

A special self-service candy display, strategically located so that customers are exposed to it as they wait in line at the checkout is one of the most effective ways to move candy in quantity, he stated. Dealers reported that this method quadrupled bar and gum sales in many stores, for the impulse to buy candy when attractively displayed and within easy reach is hard for the shopper to resist. When the customer is accompanied by a child, a candy purchase is almost invariably certain, he added.

Because of their operating efficiency, food stores are able to sell candy at lower average margins than other leading retail outlets, stated Mr. Mueller. Pointing out that self-service food stores regularly sold leading brands of bars and gum at six for a quarter, he said they consider the gross margin more than adequate. Because of higher operating expense, other types of stores were unable to match these prices. For this reason, and also because of self-service display, food stores will go on to claim an even greater share of total U. S. candy sales, than the 30 per cent they now control, he asserted.

Nearly everybody eats candy and nearly everybody buys candy, Irvin C. Shaffer, vice-president of Just-Born, Inc., told the convention in summarizing findings of Elmo Roper's pilot study of candy eating habits and attitudes of adults and children. Other findings indicate:

1.—The liking for candy appears to exist in persons of all ages from one year up and to develop naturally.

2.—Children seem to take to candy naturally, and mothers believe the time for children to eat candy is either just after meals or in the afternoon as an after-school snack.

3.—The home is the prime source of candy eating. By a wide margin people believe a good hostess will serve candy. And by an even more lopsided margin, people think candy is good to have around the house.

4.—The grocery store is most common place of reviewed reported they had last bought candy in a grocery store purchase of candy. Over one third of those interviewed

5.—Purchase habits and attitudes of persons queried indicate: (a) 72 per cent consider "candy is a wholesome

NCA Names Officers, Directors

PHILIP P. GOTTL was reelected president of the National Confectioners Ass'n at the convention. Other reelected officers: Irvin C. Shaffer, of Just Born, Inc., New York, vice-president; Arthur L. Stang, of Shotwell Mfg. Co., Chicago, secretary-treasurer.

Neal V. Diller, of Nutrine Candy Co., Chicago, was elected vice-president.

New directors for three years: John S. Swersey, of Huyler's, New York; George Miller, of Miller & Hollis, Inc., Boston; Reed Robinson, of Golden Nugget Sweets, Ltd., San Francisco; C. O. McAfee, of McAfee Candy Co., Macon, Ga.; and Ralph A. Wenger, of Chase Candy Co., St. Louis.

NCA President Gott and Harry R. Chapman, of New England Confectionery Co., Cambridge, Mass., and NCA director and chairman of the Washington committee, will be the industry's representatives at a special international cocoa conference August-30-September 1 in London sponsored by the Cocoa, Chocolate and Confectionery Alliance, Ltd., of Great Britain.



ROW 1 (l-r): W. R. Doepel, of Lynch Corp., tells Mr. Peterson, from Brantford, Ontario about Lynch's "Wrap-O-Matic" for 5-cent viable packages. E. O. Norwell, of Wright Machinery Co., explains how "Model F" fills automatically controls net weights in rigid containers. Ben Greenstein displays beautifully colored, reuse metal containers imported from England, in I. D. Company's exhibit. Against a historical background display, Albert Corey, of Corey Candy Candy Co., discusses chocolate with E. G. Derby, of Walter Baker Chocolate and Cocoa Div. of General Foods Corp. O. F. Henning, of Brown Instrument Div. of Minneapolis Honeywell Regulator Co. explains modern methods

of cooking control and graphic recording for candy and chocolate.

ROW 2 (l-r): R. M. MacDonald and E. C. Robbins, of E. I. du Pont de Nemours & Co., Inc., demonstrate selling appeal of cellophane in visible packaging for impulse buying in a super-market aisle-end display. Clyde D. Greene, of the Aluminum Cooking Utensil Co., tells Otto H. Hulse, of Huck Candy Co., about aluminum's features. E. B. Young and E. D. Coitral at the backwall display of the huge Clinton Industries, Inc., plants. Edward G. Penn and K. C. Moreau display graham and wax paper wrapped packages of customers of Riegel Paper Corp.

food," (b) 66.6 per cent feel "candy gives you a lift," (c) 61 per cent feel that a good hostess will serve candy, (d) 91.5 per cent consider candy a nice gift because nearly everybody likes it, and (e) 80.8 per cent believe candy is good to have around the house.

The advent of television and accelerated trends toward self-service merchandising have placed an added burden on package design and make eye-appeal of tremendous importance, H. H. Howlett, president of Container Laboratories, Inc., told the candy executives.

It is rather startling to know, he said, that three shoppers out of four buy at least one item on impulse and that one out of four items in all group purchases is motivated by impulse. Eight out of 10 candy purchases are not planned, he added.

"The best means of taking advantage of this huge uncontrolled market is through effective package design backed by advertising," explained Mr. Howlett.

Pointing out that design is more than good art work and reaches into all phases of a company's operation, he advised it should be planned and executed on a group basis with the collaboration of the sales, production, advertising, and financial divisions. Primary factors in good design include: size, shape, and composition of the product, production facilities available, the market, an attractive exterior embodying factors of convenience and protection as required. Materials, distribution, artistic qualities, display, and advertising are also important but secondary, he added. Three main factors influencing the consumer viewing displayed merchandise are: focal quality, illumination quality or intensity, and time quality or interval of recognition.

John P. Garrow, vice-president of Chapman & Smith Co. urged salesmen be taught the value of helping jobbers and retailers to sell merchandise. Terming "creative selling" the "spirit and attitude that gets things done," Mr. Garrow pointed out "they will be creative only if you encourage them to be creative."

"Take your salesmen into your confidence," he advised. "Discuss your problems with them. Make them active participants in your selling, distribution, advertising, and promotion plans. Treat them for the men they are. Remember always that your men are the link between you and profit."

Emphasizing that candy is liked by everybody, is in

incessant demand by children, and has obtained a huge new market of 18,000,000 youngsters born since 1940, Mr. Garrow pointed out candy must be sold nonetheless. "We've got a selling job to do," he said, "a whale of a selling job, to our salesmen and through our salesmen. We know that, whether it is candy for nickel, or heavy goods many times this price, people are through begging you to sell them."

Business, confronted with many pressures today, should now "consider what more and better advertising can do," C. J. La Roche, president of C. J. La Roche & Co., New York, told the convention. Pointing out that

ARC Reelects Jeffery President

WITH THE 29th annual convention of the Associated Retail Confectioners of the U. S. at Chicago's Drake Hotel last month reported "the biggest and best in the annals of the association," all ARC officers were unanimously reelected. H. L. Jeffery, Jr., of the Maud Muller Candy Co., Dayton, Ohio, was reelected president, George R. Frederick, of Loft Candy Corp., Long Island City, N. Y., and Charles F. Cook, of Cook-Unterecker Candies, Buffalo, were reelected 1st and 2nd vice-presidents, respectively. Wm. D. Blatner was reelected secretary-treasurer.

Executive committee members includes: S. W. Neill, of Mrs. Snyder's Home Made Candies, Chicago; John H. Jacobs, of O. P. Bauer Confectionery Co., Denver; Laurance A. See, of See's Candy Shops, Inc., Los Angeles; John A. Mavrakos, of Mavrakos Candy Co., St. Louis; Allen Van Duyne, of Van Duyne Chocolate Shops, Portland, Ore.; W. Ralph Hopkin, of Marquetand's, Philadelphia; John D. Hayes, of Fanny Farmer Candy Shops, Rochester; and Charles H. Welch, Jr., of Fred Sanders, Detroit.

Registration for the convention included representatives from 89 firms.

many well advertised enterprises have recently acquired other enterprises and expanded through issue of their own stock, he stressed that "the surviving company has invariably been a heavy advertiser and has made its name and trademark known. This trend can be expected to continue in the years ahead," he added.

"The record is now clear," said Mr. La Roche, "that a well advertised company is likely to have its earnings capitalized at a higher rate than a less well known company often with a better earning record and be able to borrow cheaper and command a bigger value for its stock. At last we have the kind of figures the treasurer respects and the reasons to make him want to understand advertising.

Terming advertising a "profit tool" and an investment, Mr. La Roche said that "studies of major package goods producers show that those companies which relied most on advertising were maintaining their lesser sales cost.

Trade Practice Conference

A PRELIMINARY DRAFT of suggested trade practice conference rules for the candy manufacturing industry was read by NCA President Philip P. Gott, at a trade practice conference in Chicago's Stevens Hotel, immediately following closing of the convention. George W. Metzger, of the Federal Trade Commission, presided. Lowell B. Mason, FTC commissioner, discussed the importance of fair trade.

Topics of the Group I rules to be submitted to the FTC include: (1) misrepresentation in general; (2) misrepresentation as to character of business; (3) misuse of the word *free*; (4) imitation or simulation of trademarks; trade names, etc.; (5) false invoicing, (6) false and misleading price quotations, etc.; (7) coercing purchase of one product as a prerequisite to purchase of other products (i.e., tie-in sales); (8) consignment distribution; (9) commercial bribery; (10) defamation of competitors or disparagement of their products; (11) unfair threats of infringement suits; (12) selling below cost; (13) combination of coercion to fix prices, suppress competition, or restrain trade; (14) prohibited discrimination; (15) discriminatory returns; (16) discriminatory allowances on inventory; (17) inducing breach of contract; (18) enticing away employees of competitors; (19) slack packaging and use of slack filled or short weight containers; and (20) aiding orabetting use of unfair trade practices.

Topics of the Group II rules to be submitted include: (A) trade mark service, (B) statistics, (C) dissemination of credit information, (D) price lists, and (E) industry committee.

Stressing the qualitative aspects of advertising, Mr. La Roche urged advertising be used intelligently and be based upon an advertising plan. The intelligent use of advertising—skill in advertising—does not start with the ads, he explained. "The product of any good agency is a plan, an advertising plan. This plan is a strategic document that takes your business apart and shows its weaknesses and strengths in terms of your advertising opportunity.

"Once you decide to advertise in an important way, you impose upon yourself a set of conditions that must be met if that advertising is to make money for you. If you don't meet these conditions, you have in effect 'put on the brakes' on the very thing you are employing to make your business go faster."

Advertising must be done on a long range plan, he emphasized. This is because it takes a year to reach one-third of a medium's market or three years to reach a high percentage of the people in that market. This long range

plan is not so costly, however, as sending out a post card to each of the persons who will eventually see the advertisements, he added, and ultimately results in great material benefits.

Americans might enjoy their daily work more if they would consider business as a game and laws as the rules that govern it, said Claude R. Miller, general counsel of Mars, Inc. Commenting on how to make the anti-trust laws work for you, Mr. Miller suggested:

1.—Read and spend a few minutes studying these laws.

2.—Spend some time studying the specific instance where these laws have been spelled out by administrative and court decisions as applicable to one's own industry.

3.—Apply the "Sunshine Rule" to a proposed transaction. When you contemplate a new sales approach, ask, "Is this the sort of thing I can do out in the sunshine before all my friends, customers, and competitors?"

4.—Consult a lawyer before you adopt a new sales approach.

Robert H. W. Welch, Jr., vice-president, James O. Welch Co., discussed candy and national affairs.

Fiscal failures—specifically, spending and taxes—can easily destroy American incentive and the spirit of risk and generate a sharp economic set back, Everett M. Dirksen, former Congressman from Illinois, said in a luncheon speech. "In a feverish world where people speak so glibly about the welfare state, we are rapidly approaching a crisis in the U. S. which demands attention from an informed electorate," he stated.

The salesman is the leading man in today's marketing picture, O. E. Jones, vice-president and a director of Swift & Company, said at a luncheon meeting. The key to reducing distribution costs lies in inspired selling, he added, and urged more careful selection and direction of sales organizations. Pointing out that the "nation's economy is sound," Mr. Jones stressed that, "in spite of a few layoffs that have been headlined, employment is still at a level associated with prosperity." Probably the greatest weakness of the American economy, he said, is the widespread ignorance of how it works, which may leave it temporarily vulnerable to those who preach other ideologies."

Lt. Gail S. Halvorsen, originator of the "Little Vittles" operation during the Berlin airlift commented on what candy means to German children. Over 90,000 "candy-chutes" were dropped by Lt. Halvorsen and his friends, and 10 tons of candy were made available by NCA.

II

With cost and quality control highlighting discussions in the management and production sessions, Benedict M. Sayre, president of Benedict M. Sayre & Co., Chicago, told the candy executives that "it is a challenge to industry to reduce the breakeven point." A candy company breaking even in 1939 at \$1,000,000 now breaks even at \$4,000,000, he pointed out on charts. The breakeven point is now up from 200 to 350 per cent. Mr. Sayre recommended elimination of waste in all departments from clerical to "glamour" packaging. "Cutting out the waste and knowing your costs is one way of earning profits at today's prices," he said. "In your industry a 5 per cent cut on material costs means 2½ per cent profit."

Warning that wartime expedients are proving "very costly today," he cautioned that "it's four years since the war ended and business is still getting out production at any cost. It's time we cleaned up the expediency of wartime conditions."

To reduce the breakeven point, Mr. Sayre urged: (1) cut down the overhead, (2) exert control of inventories,

Certainly they look alike

BUT THE PRICE
IS DIFFERENT . . .



Why?

Quality and quantity of materials and excellence of workmanship are three factors that vitally influence price. Every manufacturer knows material, labor and production are his three big costs.

If they remain constant price can be cut only by cutting quality.

The Charles R. Phillips Company has been making fine vanillas for almost twenty years. We have never lowered our standards. When you buy our vanillas (in pures, blends, concentrates or sugars) or other flavors you can rely on their purity, their strength, their uniformity. You can be sure as far as flavor is concerned that your product will always be the same—will always be in good taste.



Charles R. Phillips Co., Inc.

PLANTS: ROCHESTER, N. Y., SPENCERPORT, N. Y.
MAIN OFFICE: 116 NORTH FITZHUGH ST., ROCHESTER 14, N. Y.



(3) budget costs, and (4) "do some careful planning right now."

C. O. Dicken, vice-president of E. J. Brach & Sons, in an illustrated address, pointed out the importance of safeguards against dust hazards in the confectionery industry. Among "important things to do in control of dust hazards," he suggested: (1) prevent the dust cloud, (2) eliminate sources of ignition, and (3) in case both happen simultaneously, provide adequate vents for the relief of the pressure.

"Constant policing of dusty areas to be sure safety is provided and maintained is a continuing function of top management, who should never underestimate the full power and danger of a dust explosion."

Frank V. Brach, executive vice-president, gave an extemporaneous talk in which he urged candy manufacturers to do everything possible to safeguard their personnel and plants from the tragedy of dust explosions.

James A. King, vice-president of the Nulomoline Co., told the production forum the demand for lower priced candies and lower production costs is "a direct challenge to production men." Success will depend largely upon the skilled candy maker, proper supervision, availability of uniform ingredients ("bearing in mind that the cost of an ingredient should be based upon its processing value rather than the purchase price"), facilities for protective storage of ingredients and finished candies, and efficient apparatus.

"Our problem is to produce candies as good or better at lowered costs," said Mr. King, "and in many instances this can be done by eliminating wasteful manual handling of ingredients, by reducing the probability of error in weighing and measuring, and by simplifying the processing through the medium of master-mix."

Norman W. Kempf, manager of research, Walter Baker Chocolate & Cocoa Div., General Foods Corp., Dorchester, Mass., presented a paper on recommendations of the American Ass'n of Candy Technologists' committee for the standardization of the viscosity of chocolate. Use of the MacMichael instrument for viscosity determination was recommended, with reservations, along with additional study to seek an improved method.

Dr. L. E. Martin, head of the Agricultural Chemical Research Division, U. S. Dept. of Agriculture, New Orleans, discussed research experiments made during the last five years with 30 new ingredients of possible value in candy manufacture.

Each soldier and sailor in our armed forces at home spends an average of \$13.20 a year for candy in addition to that supplied in his rations, said Lt. Col. Ewing Elliott, chief, Military Research Office, Quartermaster Food and Container Institute, Chicago. Those overseas spend \$17.60 each. The armed forces spend about \$2,000,000 a year for confectionery items which are included in combat rations. The total of individual purchases in overseas post exchanges and ships stores amounts to \$14,000,000 a year.

Col. Elliott looked forward to an even greater usage of candy by the armed forces, when it is possible to

ROW 1 (l-r): Don Currie, of Currie Manufacturing Co., and Edwin Holland, of Bunte Brothers, watch Currie's new candy cleaner. I. R. Mitchell, of I. R. Mitchell & Co., demonstrates semi-automatic cellophane pop wrapping machine.

ROW 2 (l-r): Tom L. Huge, L. G. Huge, and Louis Hartung discuss "Excalidate System" for candy plant sanitation control set up in booth of the Huge Co., Inc. W. C. Smith, of W. C. Smith & Sons, displays his liquid cream depositor.

ROW 3 (l-r): Sidney Greenborg, of Union Confectionery Machinery Co., Inc., demonstrates "American Figure 8" taffy puller. J. J. Hubbert, of B. H. Hubbard & Sons, Inc., shows a stainless steel kettle with a Rosslyn metal inner sheet reported especially good for heat transfer and cleanliness.

ROW 4 (l-r): H. A. Morrison displays rack and tray setup in booth of Marlene Manufacturing Corp., manufacturers of all styles of starch trays. Ted Werner, of John Werner & Sons, Inc., shows 50-lb. syrup cooler and cream beater for retailers.

THE Standard



CITRUS PECTIN
for
CONFECTIONERS

WIRE OR WRITE FOR SAMPLES AND FORMULAS



CALIFORNIA FRUIT GROWERS EXCHANGE

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PRODUCTS DEPARTMENT
ONTARIO, CALIFORNIA

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USED BY LEADING CANDY MANUFACTURERS THROUGHOUT THE WORLD

remove "certain limitations imposed by military circumstances," which can undoubtedly be overcome with co-operation between manufacturers and the military services, thus making possible "confections which will meet the existing requirements created by military experience and use."

Employees need more than the satisfaction of their economic needs to keep them happy, said Robert B. Schnering, vice-president of Curtiss Candy Co., while acting as chairman of the personnel relations panel. In addition to economic needs, personnel also have psychological needs as human beings. Five basic needs suggested by psychologists, said Mr. Schnering, include: (1) fair treatment, (2) recognition as a distinct human being, (3) prestige, (4) sense of participation in the business, and (5) consideration of complaints and grievances.

Whether or not a company receives full credit for fairness depends largely on the lines of communication from management to employees and from employees to management, emphasized Mr. Schnering. "If those lines can be kept open, I believe a complete understanding can exist between management and employees and fairness, tempered by necessity, will be understood. Management that is conscious of the need to sell policies or practices or changes of procedure, and presents to the employees through those lines of communication the *reason why* for any new decision or changes in policies or practices will receive ample credit for fairness from the employee's viewpoint."

Panel members included: S. B. Willard, personnel director, Nutrine Candy Co.; E. R. Bartley, personnel manager, Bunte Bros.; and Otto Jaburek, attorney, Employers Ass'n of Chicago. Mr. Willard discussed fringe benefits, Mr. Bartley trends in employer-employee relations, and Mr. Jaburek legal developments.

Victor H. Gies, director of sales and advertising, Mars, Inc., presided at the opening luncheon. G. Lloyd Latten, general manager of Schutter Candy Div., Universal Match Corp. presided at the production forum. Harry R. Chapman, chairman of the board, New England Confectionery Co., presided at the better marketing of candy forum. Warren Watkins, president, Warren Watkins Candies, Inc., presided at the second day's luncheon. Charles F. Scully, president, Williamson Candy Co., presided at the Wednesday evening session. W. C. Dickmeyer, president, Wayne Candies, Inc., presided at the final morning session. John H. Walker, secretary-treasurer, Reed Candy Co., was chairman of the forum on today's pricing problem. Neal V. Diller, executive vice-president Nutrine Candy Co., was chairman of the candy ball. O. Walter Johnson, vice-president, the Callerman Co., was chairman of the golf tournament.

General chairman of the convention was Theodore Stempfel, vice-president, E. J. Brach & Sons. David P. O'Connor, vice-president, Penick & Ford, Ltd., Inc., was exposition chairman.

How To Control Dust Hazards

by C. O. DICKEN

Vice-President, E. J. Brach & Sons

THE DUST HAZARD is always with us. The fact that certain candy plants have operated in the past without accident in dusty rooms containing accumulations of dust on the floors and overhead equipment, and in which there were sources of ignition, caused us to wonder what safety factors they had that we lacked. We were assured that there were none. For it has been proven that all starch dust is explosive regardless of whether it is oil treated, heat treated, or fairly high in moisture content. Very recent tests show that dust clouds of all types of starch can be ignited readily by hot surfaces, by weak electrical sparks, and by many other common ignition sources. Fortunately for the candy industry, a cloud of dust of proper density had not come into contact with a source of ignition for many years.

Yet, as long as we use products which cause dusting, such as starch for folding, powdered sugar, cocoa powder, and other finely divided materials, the dust hazard is with us constantly. So it is important for all of us to study the recognized preventive measures which have been carefully worked out and tested and apply them to our plants. These measures are:

First, to prevent dust clouds from forming. This can be done by providing adequate dust collecting systems, by hooding all parts of a machine where dust occurs, by prohibiting the emptying of starch and other dusty materials

from bags except under a ventilated hood. Moreover, floors, overhead pipes, electrical fixtures and other places where dust can settle must be constantly kept clean.

This is tremendously important. For although a starch dust cloud, to be explosive, must be so dense that if you were standing in it you could not see your hand at arm's length, if starch dust is allowed to accumulate on equipment or overhead areas, it can be jarred loose very easily and will create a dust cloud of proper density for ignition. Starch dust which settles on a surface sufficient to obscure it is considered hazardous.

Second, we must eliminate the possibility of ignition. There are many sources of ignition such as open flames, motors or switches; smoking or carrying matches; sparks due to the rubbing of a fan against its housing; sparks due to the rubbing of a moving machine part against its guard, or sparks from the rubbing of a pulley on other parts of equipment. Then too, there is always the danger of static electricity, a short circuit in solenoids, a hot bearing, an unguarded light. And the possibility of ignition always exists in the heating tubes of continuous starch dryers or the heating coils in dry rooms, in the spontaneous heating of dusts or powders, and in other small fires.

Each of these can be guarded against. Open flames and smoking can be prohibited and strictly policed. Further protection can be given by removing smoking rooms from areas adjacent to dusty rooms. All electrical equipment should be installed according to the regulations of the

(Please turn to page 49)



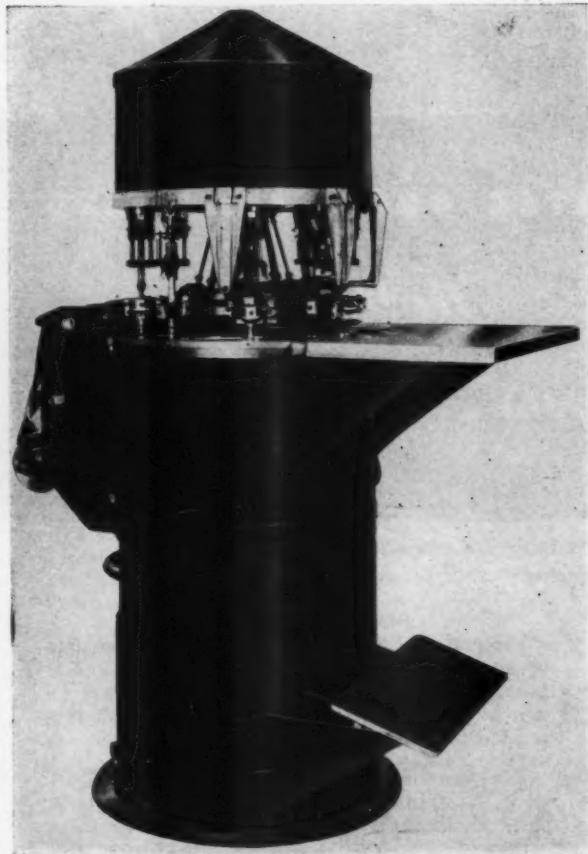
Candy Equipment

PREVIEW

THIS SECTION APPEARS QUARTERLY IN THE MANUFACTURING CONFECTIONER

Announcing

THE PEERLESS CHOCOLATE FOIL WRAPPING MACHINE



• Increases Output! • Reduces Cost!

HERE'S A NEW machine designed for high-speed production and low-cost operation. It wraps chocolates faster and more efficiently . . . handles a variety of shapes—square, cylindrical, cube, round, diamond, etc.—wraps any size from $1\frac{1}{2}$ " to 2". It is compact, requiring only small space, and operates on $\frac{1}{2}$ H.P. motor—110V.

— NOTE THESE EXCLUSIVE FEATURES —

SPEED: Wraps as fast as you can feed.

Wraps continuously: holds 12 pieces of chocolate—8 always in process of being wrapped.

ECONOMY: No plate changing necessary for different sizes and shapes.

Automatic foil cut-out when chocolate not in plate.

EFFICIENT: Rubber holders will not mar or crush soft-cen'ered chocolates or cherries.

DEPENDABLE: Cam operated—absolutely no springs.

SAFETY: Operator starts and stops machine with foot-clutch.

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PEERLESS CONFECTIONERY EQUIPMENT CO.

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GREER 10,000 LB.
KETTLE

KEEP YOUR CHOCOLATES GOOD-TEMPERED
WITH Greerline* Kettles...
Tempering Columns...and Pumps

Greer Chocolate Kettles, designed for modern cleanliness and efficiency, will improve the quality of your products.

GREER AUTOMATIC TEMPERING COLUMN

The Automatic Tempering Column gives positive temperature control of the chocolate; provides better and more efficient tempering; enables you to hold chocolate at the *exact* temperature desired. All with minimum supervision.

GREER HEAVY-DUTY PUMP

Rugged, precision-built pumps can circulate up to 10,000 pounds of ready-for-use chocolate coating per hour to any point in your plant — provide continuous circulation through Tempering Unit Riser.

GREER KETTLES

They are made in a wide variety of sizes. Mild steel or stainless steel construction. Stainless steel outside finish and cover optional.

Write today for descriptive literature and prices.

*TRADEMARK

Don't just streamline your production—*Greerline it!*

J. W. GREER COMPANY
130 WINDSOR ST., CAMBRIDGE 39, MASS.

MANUFACTURERS OF CONTINUOUS PRODUCTION MACHINERY

Chicago Exposition Highlights

Industry Studies

New Developments

WITH COST CONTROL and sanitation keynoting both the buyers'-market-minded attendance and the 110 exhibits, the 23rd Confectionery Industries Exposition in Chicago's Stevens Hotel last month emphasized the important part scientific developments are playing in helping manufacturers keep pace with the quality, production, and price demands of the once-again very important candy consumer. So concerned are manufacturers with increasing efficiency, for example, that new equipment developments included everything from moguls capable of turning out 18,000-25,000 pounds of centers in an eight-hour day to die pop machines that will mold 200-500 lollipops a minute to even a new springless, washerless master clip for securing connecting links on roller chain assemblies. Developments in ingredients ranged from a new vegetable protein reported to halve albumen costs for candy manufacturers to brewers yeast debittered for candy manufacture through a new washing process. Packaging and weighing developments ranged from a roll-type card feed that makes 12-pt. cardboard as rigid as more expensive 22-pt. to a color sorting machine designed to eliminate sorting bottlenecks and hand sorting labor to a desiccite for protecting candies against moisture.

In the accompanying photo-story, THE MANUFACTURING CONFECTIONER presents a pictorial review of the exposition. All photos are by W. C. Copp, Eastern manager of THE MANUFACTURING CONFECTIONER. Additional exposition highlights are described below.

The "largest molasses jug in the world" featured the exhibit of The Nulomoline Company, New York, along with turn table displays of the firm's products. Large blocks simulating chocolate and bon bon coatings in various colors themed the booth of the Warfield Chocolate Division, The Warfield Co., Chicago. American Maize-Products Co., New York, featured a "King Corn" display, in which a large crown hung suspended over a huge inner lighted plastic kernel. A model plant showing storage and handling methods for corn syrup highlighted the booth of A. E. Staley Manufacturing Co., Decatur, Ill. Samples of corn products in various phases

ROW 1 (l-r): Max M. Guggenheimer, of National Equipment Co. demonstrates National sugar sander. Editor Clyde C. Hall, of THE MANUFACTURING CONFECTIONER, and R. M. Dubin, of R. M. Dubin Corp., discuss Dubin fire mixer, which features a fast demountable blade for almost instant removal, fresh air intake for cooling drive, variable speeds from 30-90 rpm.

ROW 2 (l-r): Inventor L. Latini, of Chocolate Spraying Co., demonstrates high speed, continuous die pop machine which turns out over 200 pops a minute. A. Swersky, of Dutchess Sweets, hears R. W. Emerson, of Savage Bros. Co., explain Brach continuous hard candy cutter for mass production.

ROW 3 (l-r): R. W. Baker, of Tri-Clover Machine Co., demonstrates handling ease of 4½ lb. aluminum alloy wrench, along with firm's fittings. New 38" revolving pan with modern base mechanism of Thomas Mills & Bro., Inc.

ROW 4 (l-r): "Bob" Savage at first Robert E. Savage Co. exhibit displayed large line of candy making equipment. H. G. Aylesworth, of Burrell Belting Co., displays embossed candy and bottom embossing belt used for hand or machine dipped chocolates.



Incoming materials may be
infested...



fumigate all shipments on arrival!

Don't risk the admittance of infested shipments to your plant! On arrival, all materials susceptible to insect infestation should be fumigated with Dow Methyl Bromide. This foremost food fumigant works speedily—effectively—economically whether materials are stored in vaults, piled under tarpaulins or are still in the box car in which they are shipped. Methyl Bromide is particularly adaptable to the fumigation requirements of food plants. Harmless to most foodstuffs, its unexcelled *penetration* reaches

the center of ordinary bags and containers—kills rodents and insects in all stages of development. When properly applied it leaves no residual tastes or odors in materials or processing equipment fumigated.

Write our Fumigant Division for source of this all-around fumigation service in your locality.

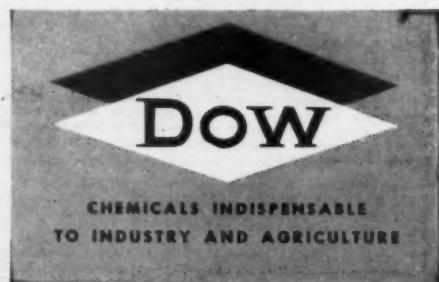
DOWKLOR, new Chlordane insecticide, will give your plant continuous protection against roaches, ants, flies and other insects when used regularly.

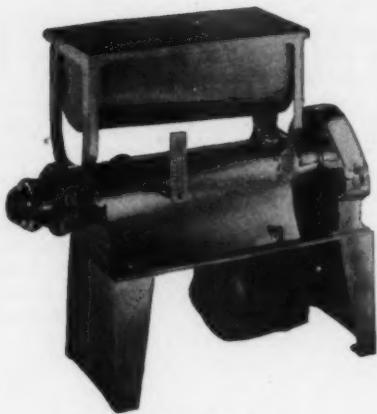
DOW METHYL BROMIDE

THE PENETRATING FUMIGANT

THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN

New York • Boston • Philadelphia • Washington • Cleveland • Detroit • Chicago • St. Louis
Houston • San Francisco • Los Angeles • Seattle
Dow Chemical of Canada, Limited, Toronto, Canada

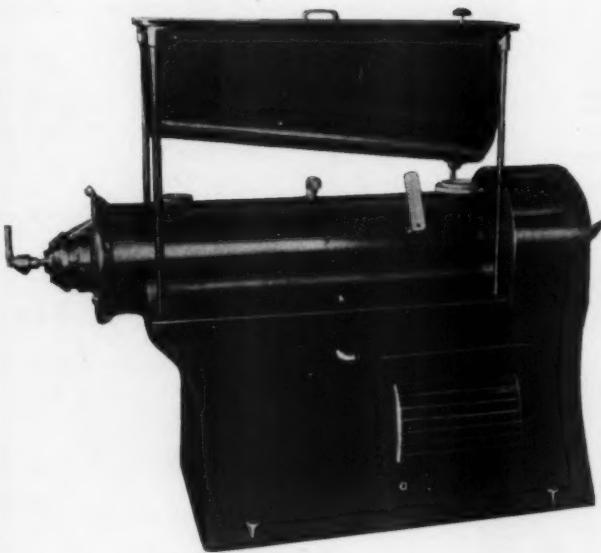




Junior Model
For Medium Production



Standard
Model
For Volume
Production



Master Model for Large Volume
Production

**USE THIS HANDY COUPON
TO OBTAIN COMPLETE
INFORMATION**

FONDANT MAKERS

PLAN NOW FOR FALL PRODUCTION

Regardless of your fondant requirement, there is an Instant and Continuous Fondant Machine to meet your needs.

Only the Instant & Continuous Fondant Machine assures you of time and labor saving, streamlined efficiency, and the finest quality fondant.

Use this handy coupon to obtain complete information.

CONFECTION MACHINE SALES CO.
30 NORTH LA SALLE ST.
CHICAGO 2, ILL.

BOOKLET ON JUNIOR MACHINE

BOOKLET ON STANDARD MODEL

DATA SHEET ON MASTER MODEL

NAME

ADDRESS

CITY

STATE

NEW REVOLVING PAN

by

LATINI



- heavy gauge copper machine spun bowl
- convenient on-off switch with overload switch
- shaft mounted on self-aligning ball bearings
- stand enclosed, easily cleaned. Sanitary
- perfectly balanced for accurate operation

CHOCOLATE SPRAYING CO., INC.

2035-39 W. GRAND

CHICAGO 12, ILL.

keynoted the exhibit of Corn Products Sales Co., New York.

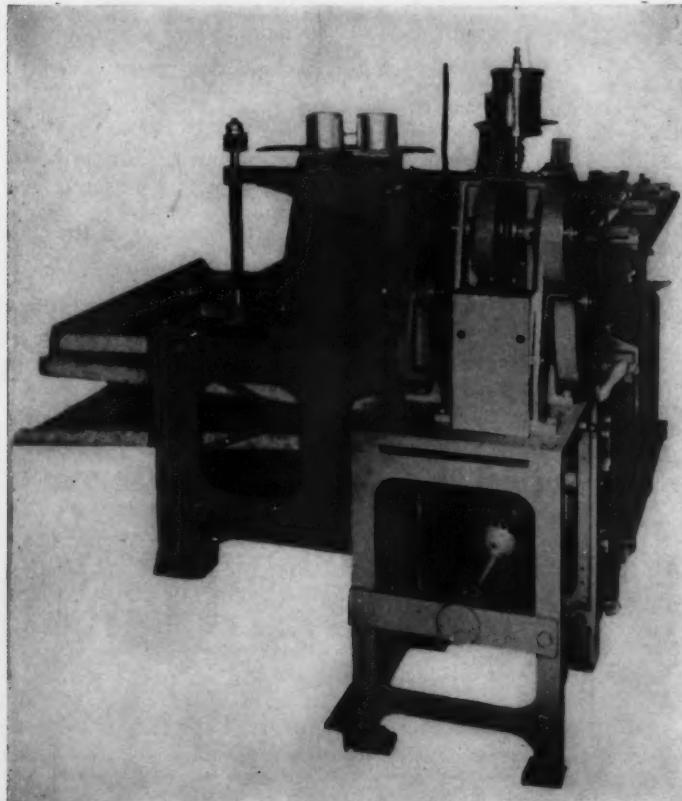
A model syrup tank car and samples of corn products themed the exhibit of Union Sales Corp., Columbus, Ind. Penick & Ford, Ltd., Inc., New York, showed a large plant photo-mural in its blue-draped visitors' booth. Voss Belting & Specialty Co., Chicago, displayed in a refrigerated case samples of candy noteworthy for their high gloss, and also samples of its belting.

Bramley Machinery Corp., New York, featured a new melanger-refiner-conche machine which is reported to make chocolate in one operation from the cocoa bean to a flowing chocolate paste that can be used immediately. The Huge Co., St. Louis, exhibited a permanent spraying system for insect and rodent control in candy plants, together with a mouse trap used in every type food plant.

Blanke-Baer Extract & Preserving Co., St. Louis, drew attention to its display of fruits, flavors, and colors with an attractive, back-lighted sign of plastic that spelled out the firm's name. Steinhardt & Nordlinger, New York, featured equipment for plants "working from the bean," making chocolate, making chewing gum, and making sugar candies—of U. S., Swiss, British, Danish, Belgian, Italian, and Swedish manufacture.

I. D. Company, Fancy Container Div., New York, displayed several shelves of attractive metal containers against a gold background. Brazil Nut Ass'n, New York, featured a house of nuts with bulk nuts showing through transparent acetate panels. A girl summer coating candies keynoted the exhibit of Wondercoat Co.

W. A. Cleary Corp., New Brunswick, N. J., used shadowbox displays to show how to use "Clearate" and its new product "Pmas." American Sugar Refining Co., New York, displayed 100-lb. bags of sugar in its floral decorated visitors' booth. Food Materials Corp., Chicago,



Model E Automatic Hard Candy Machine

For producing spherical and seamless shape hard candy

- Balls
- Kisses
- Barrels
- Olives

There are over 100 different shapes.
For clear or pulled goods.
For hard candies that are free of fins and sharp or abrasive edges.

It makes hard candies that are smooth and easy on the mouth.

One operator spins directly to the machine.
Capacity 3,000 to 10,000 pounds.

Our Model E incorporates all the developments of previous experience.

There is no Substitute for Experience

John Werner & Sons, Inc.

713-729 Lake Ave.

ROCHESTER 13, N. Y.

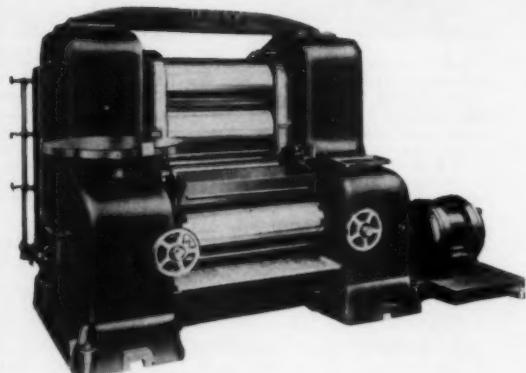
Modern

CHOCOLATE ROLLER MILLS, MIXERS and TANKS

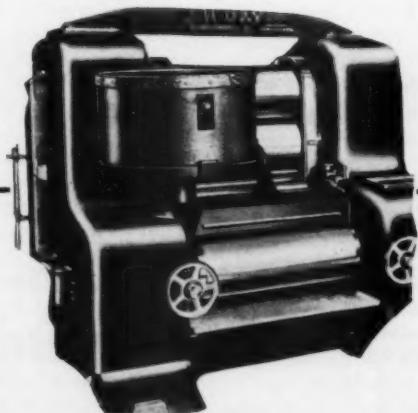
manufactured by J. H. DAY Company [estab. 1887]



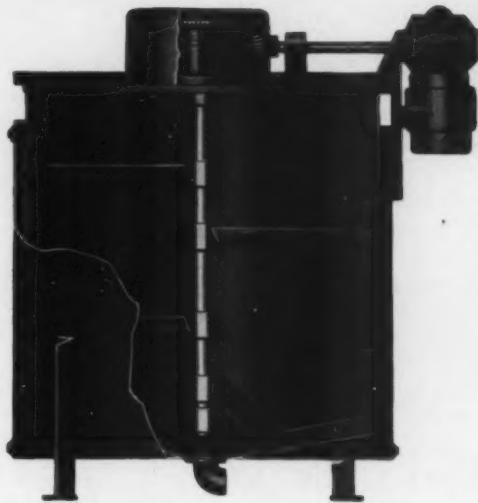
• 5-roll Mill (Front View)



• 5-roll Mill (Rear View)



• 5-roll Mill with Swivel Can Rest



• Paragon Type Chocolate Mixer



• Day Jumbo Mixer

*exclusive sales
representatives*

STEINHARDTER & NORDLINGER

105 HUDSON STREET

New York 13, N. Y.

Tel.: CANal 6-4604



ROW 1 (l-r): C. A. Palmquist, of Electric Sorting Machine Co., tells S. Strom, of Mars, Inc., about using automatic color sorting equipment on peanuts. C. Bonheimer, of Confection Machine Sales Co., displays "Master Model" continuous fondant machine. Don Currie (center) explains firm's automatic feeder and stacker to Edwin Holland, of Bunte Brothers.

ROW 2 (l-r): Claude Covert, of Vacuum Candy Machinery Co., and Racine Confectionery Machinery Co., shows "Racine Junior depositor" with rubber molds designed for medium volume volume manufacturers; deposit rate is 50-60 a minute. Fred Greer, of J. W. Greer Co., with

displayed its products against a montage in brown and tan. Foote & Jenks, Jackson, Mich., displayed samples of its vanillas and flavors. Groen Mfg. Co., Chicago, displayed stainless steel steam jacketed kettles and other types of stainless steel equipment for candy manufacturers.

Thomas Mills & Brother, Inc., Philadelphia, featured its new style motor driven 38-inch copper revolving pan. F. J. Schleicher Paper Box Co., St. Louis, displayed candy boxes for the holidays and other occasions. Standard Casing Co., Inc., New York, displayed stainless steel trucks, pans, and other candy making equipment. Ben-Moore Manufacturing Co., Brooklyn, showed a stainless steel coater 16-inch deluxe coating machine with glass sides.

Reynolds Metals Co., Richmond, displayed alumintum packaging material in all its forms. Colored movies of girls packaging candies themed the exhibit of C. E. Twombly Co., Medford, Mass. Traver Corp., Chicago, displayed packages of printed cellophane, glassine, foil, and other materials, together with a picture gallery of new products and machines in the packaging field. Tri-Clover Machine Co., Kenosha, Wis., displayed a complete line of sanitary pipe, fittings, valves, and specialties.

Triumph Manufacturing Co., Cincinnati, displayed its "handy depositor"—reported portable, easily adjustable for thickness and spacing, and having all exposed parts of stainless steel. Doughboy Industries, Inc., New Richmond, Wis., displayed heat sealing machines. Atlantic

working model of Greed "Multi-Tier Cooler" in background. Don McCulloch displays big "Formomatic 175" hand machine, which he master-minded into production, in Harry L. Friend Co. booth.

ROW 3 (l-r): George S. Perkins and Miss Abby Greenberg display huge steel mogul of National Equipment Co. Closeup view of new master clip for securing connecting link in roller chain assembly as displayed by R. M. Dubin Corp. Charles Werner explains to L. A. of Hromada Candy Co., about cost-savings features of Werner automatic hard candy machine in booth of John Werner & Sons Co. Inc.

Gelatin Div., General Foods Corp., Woburn, Mass., displayed marshmallows and other candies made with gelatin, together with a line chart showing uses of gelatin.

Neptune Meter Co., New York, displayed various meters and installations in its pleasant green draped, indirect lighted booth. R. E. Funsten Co., St. Louis, showed 17 grades of shelled pecans under glass, together with a wall shadow box telling the uses of nuts in candy.

J. M. Lehmann, Co., Inc., Lyndhurst, N. J., manufacturers of mills with "centrifugally-cast dual metal rolls" had a visitors' booth. Filtrol Corp., highlighted its display of desiccite with a flashing stop sign.

Speed-Wrap, Inc., Denver, displayed overwrapping machinery for candy packages. Best Foods, Inc., New York, showed hydrogenated coconut oil and hard fats. White Stokes Co., Chicago, featured a small shadow box containing miniature oak kegs. George Schmitt & Co. Inc., Brooklyn, featured an animated clown eating a huge sucker as a highlight for its display of candy packaging.

Information on sugar was made available by the Information and Standards Committee of the Sugar Industry, New York, in its booth. American Lecithin Co., New York, had a visitors' booth floral decorated. Charles Weinhausen & Co., St. Paul, displayed Valentine hearts and fancy candy boxes for special days. T. C. Weygandt Co., New York, displayed chocolate molds and illustrations of hollow molding equipment.

GET A MODERN CANDY MACHINE FROM VACUUM



Electric motor drive with variable speed control, cooling conveyor with belt, air ducts, and electric motor-driven air blower.

THE NEW RACINE "SUPER DUPLEX" AUTOMATIC CONTINUOUS MACHINE

Three Machines in one... Most versatile hard candy machine for Suckers... Drops or Tablets . . . American Mixed Candies

- High Speed Sucker Production—200 to 500 suckers per minute—one cent or five cent size—any size paper or wood sticks 3" to 4½" long.
- High Speed Drop Roll Production—tablets of various sizes and designs, such as fruit tablets, peach stones, cough drops, etc.
- High Speed Continuous Cutter—satin finish American mixed, solid or filled, such as Butter Cups, Waffles, Straws, Chips, Pillows, Dainties, etc.
- Easily and quickly changed to each type of machine by simply changing rolls.

MANUFACTURERS OF "SIMPLEX"

Vacuum Hard Candy Cookers, Steam and Gas
Vacuum Fondant Cookers and Coolers, Steam and Gas
Steam Jacketed Kettles, Copper or Stainless Steel, with or without Agitators
Cooling Slabs
Batch Rollers
Continuous Plastic Machines

MANUFACTURERS OF "RACINE"

Standard Automatic Sucker Machines
Super-Duplex Automatic Sucker Machines
The Punch and Die Sucker Machine
Sucker, Cutting and Drop Rolls
Cream Depositors
Chocolate Depositors for Stars, Kisses, Buds, Bits, Bars, etc.
Snow Plow Cream Beaters
Caramel Cutters

Racine Confectioners Machinery Co. and Vacuum Candy Machinery Co.

15 PARK ROW, NEW YORK 7, N. Y.

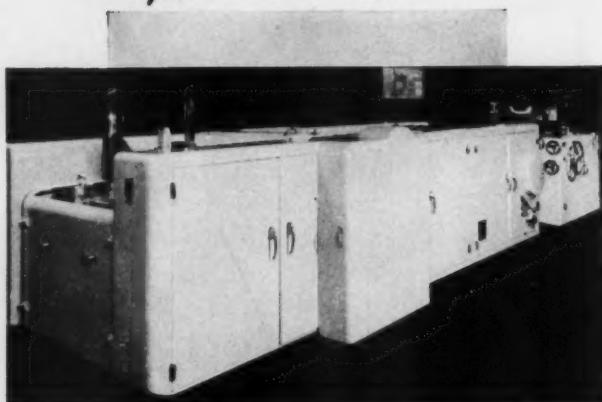
Western Office and Factory: Racine, Wis.

Eastern Factory: Harrison, N. J.

The *SENSATION* of the N. C. A. EXPOSITION

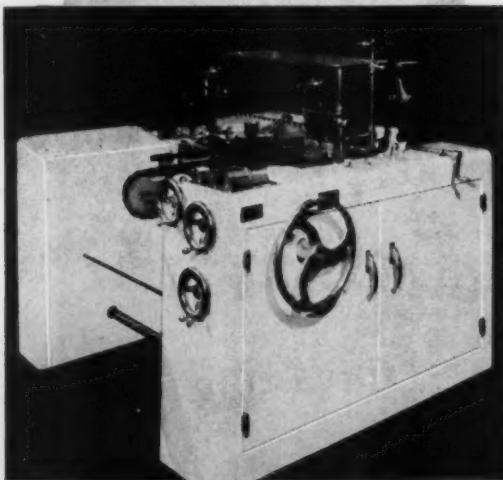


They All Say...



ALL-NEW, ALL-STEEL, HEAVY-DUTY, NATIONAL MOGUL MODEL M-100

Precision built to the highest engineering standards. New Harmonic Motion Tray Travel device accelerates and decelerates the tray travel and prevents the jarring of the impressions in the starch. Enables operation of the Mogul at higher speeds. Insures perfect registration of printer and depositor. NO SCRAPP! The improved PRINTER contains smooth-acting cams to obtain a double print with each vibration and allows for better printing. The newly constructed "Thoroclean" SIEVE is equipped with ball bearing connecting rod bearings. Smoother operating and eliminates vibration. Can be easily and quickly removed for thorough cleaning. The new Mogul Model M-100 can be installed over a week-end to insure continuous production.

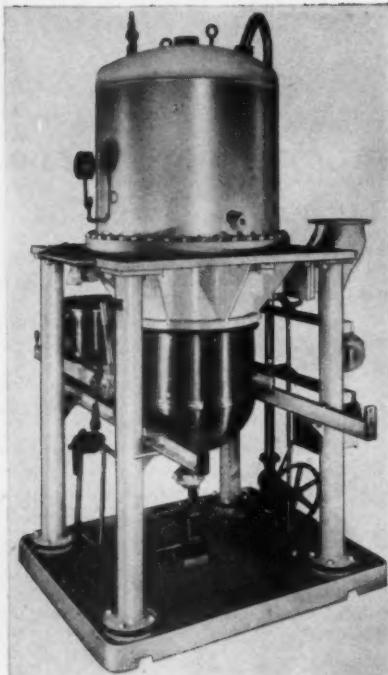


NEW NATIONAL HEAVY-DUTY AC DEPOSITOR

Newly constructed with extra heavy steel frames and stream-lined enclosure with large doors for easy access to all operating parts. Newly designed mechanism permits all adjustments for tray, skip and Pump Bar, while Depositor is operating, and adjustments are made by hand-wheels. Indicator plates are provided and are visible while making adjustments. Depositor is equipped with a new motor drive with variable speed arrangement which allows for finest adjustments for tray travel. Hopper is of all stainless steel with rounded corners and no seams. Vibrationless performance prevents any disturbance to the starch mold impressions.



*The Candy
Industry's
Finest!*



NEW NATIONAL CONTINUOUS COOKER

2500 lb. per hour capacity

Whether your hard candy requirements are 800 lbs. or 2500 lbs. per hour, this peerless machine produces the finest, clearest, driest and glossiest quality results!

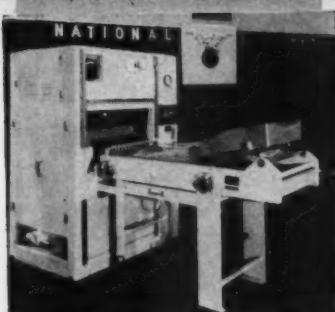
This New Cooker Produces:

800 lbs. of Cooked Sugar...Steam Pressure 43 lbs.
2000 lbs. of Cooked Sugar...Steam Pressure 56 lbs.
2500 lbs. of Cooked Sugar...Steam Pressure 63 lbs.

**FULL DETAILS AND QUOTATIONS
AWAIT YOUR INQUIRY**

NATIONAL E

e ORDERS PLACED NOW CAN BE DELIVERED AND INSTALLED N TIME TO MEET YOUR FALL PRODUCTION REQUIREMENTS

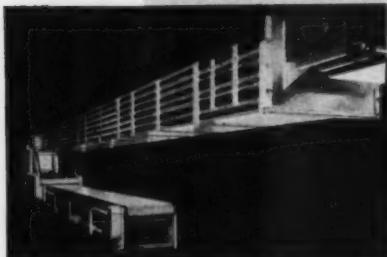


NEW NATIONAL ENROBER WITH EXCLUSIVE PATENTED AUTOMATIC BELTLESS FEEDER

ACCEPTED by leading Health Authorities including the New York City Department of Health AS BEING OF SANITARY CONSTRUCTION.

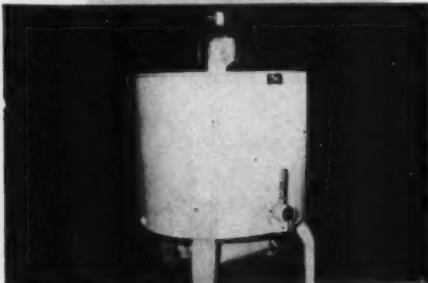
Made in 24", 34", 42", 48" belt widths. Easy and immediate accessibility for cleaning. Designed for quick disassembly of pumps and tempering column scrapers.

New EXCLUSIVE PATENTED Automatic Beltless Feeder on which the centers to be coated travel by mechanical means between guide bars to the Enrober. New Beltless Feeder is equipped with a variable speed drive and the feed hopper can be adjusted to the proper angle and vibration which will permit the free flow of different kinds of centers.



NEW NATIONAL TRAVELING, TIER COOLER AND PACKER

Newly perfected design and of rugged construction for steadier and smoother automatic continuous processing in a limited area. Utilizes overhead area and reduces the space required for cooling to an absolute minimum. Sanitary! Automatic loading and unloading! Cools chocolate coated goods where large volume and long cooling are required. Timing device adjustable to automatically handle various types and sizes of candies.



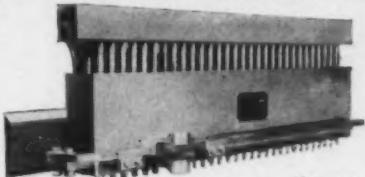
NATIONAL CHOCOLATE MELTER

Sanitary! Improved Tempering!

MADE OF WELDED STEEL. Larger water jacket between walls, results in greater control. Stirring paddles are of strong, lightweight metal, equipped with self-adjusting scrapers for greater tempering efficiency. Complete paddle assembly quickly removable.

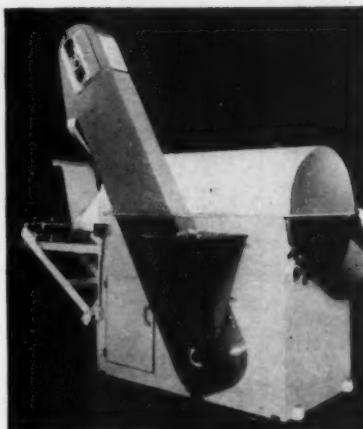
NEW SILVRETONE HYDRO-SEAL* PUMP BAR

Accepted by the New York City Department of Health as being of sanitary construction.



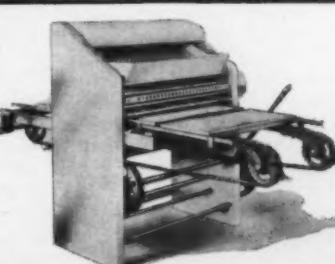
*Patented
SILVRETONE—A new harder, stronger metal alloy, lighter in weight, gleams like silver, outwears bronze.

Hydro-Seal patented grooved pistons are the ONLY method of securing continuous lubrication. National's groove-type pistons are self-sealing, continuously water-lubricated, eliminate soaking, leaks and repairs. The new patented cut-off bar is made with rounded corners in grooves as a sanitary feature.



ALL NEW NATIONAL SANITARY SUGAR SANDER

New National Sugar Sander produces finished goods with a minimum of scrap. Gum drops are evenly coated with no spots. Sugar is kept as dry as possible and sugar flow is controlled. New patented device separates the confections before they are thrown through sugar curtain into the drum. All parts which contact goods are built of stainless steel. All parts are easily accessible and are completely enclosed against outside dust. The drum can easily be lifted out of the machine for cleaning and steaming and the sugar hopper can be quickly emptied and is easily accessible for cleaning.

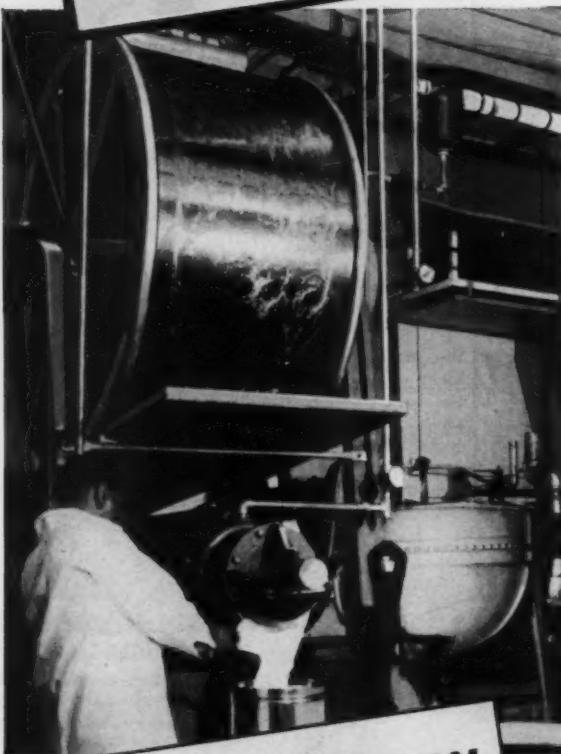


NEW NATIONAL AUTOMATIC CHERRY DROPPER

Sanitary! Labor Saving! High Production!

Highly efficient, economical machine—does the work of 20 people! Automatically and precisely drops cherries or nuts in starch. Operates at regulated speeds in conjunction with Mogul and/or separate Depositor. Sturdily built to stand up under continuous operation.

1849 FONDANT



MADE THE 1949 WAY

with *Electronik*
TEMPERATURE CONTROL



Here is fondant with the old touch of the master candy-maker... but produced by modern, continuous methods. Pictured is the cooling roll at the Globe Products Company in New York City. Beneath it you can see old fashioned fondant coming out of the heater.

Both the Holberger unit and the kettles are precisely controlled by Brown *Electronik* Temperature Controllers. Processing troubles are minimized, production is smooth and profitable, candymakers have more time for supervisory duties.

Write, today, for Data Sheet #3-3-1 for detailed information about the use of the *Electronik* Controller in candy-making processes.

MINNEAPOLIS-HONEYWELL REGULATOR CO.

BROWN INSTRUMENTS DIVISION

4495 Wayne Ave., Philadelphia 44, Pa.

Offices in principal cities of the United States, Canada and throughout the world

Honeywell

Advanced Instrumentation
FOR THE FOOD INDUSTRY

BROWN

PMCA Conference Stresses Research

Bethlehem, Penna.

WITH ABOUT 200 CONFECTIONERY industry and supply executives attending, the third annual production conference of the Pennsylvania Manufacturing Confectioners' Ass'n. at Lehigh University here last month, emphasized the vital role of research in preparing for both the current and long run advancement of the industry. Hans F. Dresel, of Felton Chemical Co., Inc., was chairman of the conference.

Opening the conference, C. Rudolph Kroekel, president of Kroekel-Oettinger, Inc., Philadelphia, and chairman of the PMCA research committee, urged for continuation of cooperative research which has helped eliminate antiquated ideas of production and enabled manufacturers share in common newly developed techniques and procedures. "In the past, new methods were guarded as secrets unknown to competitors," said Mr. Kroekel. "Today cooperative research has been mutually beneficial throughout the industry."

Unethical and unbusinesslike price-cutting practices were warned against by Mr. Kroekel. "Our industry should be able to maintain itself on a fair profit basis, without resorting to unfair or unethical practices," he

MILLS

*Thank you, Confectioners
for the enthusiastic reception
given our*

SPUN TYPE REVOLVING

PANS

at the

*Confectionery Industries
Exposition*

THOS. MILLS & BRO., INC.

1301-15 No. 8th St., Philadelphia 22, Pa.

TOPS for BOTTOMS!

VOSS

Sanitex Coated

**ENDLESS CANVAS
and BOTTOMER BELTS**

Sizzling, steaming days needn't mean dingy, discolored bottoms on your chocolates. VOSS Sanitex Coated Belts will help you maintain first-quality appearance in any weather. These expertly made endless Belts, used for feed and bottomer applications by major candy makers through-out the country, were specially designed by VOSS to meet the hot-weather problem. The sealed coating blocks off condensation from the cold slab to keep moisture from reaching bottom of centers.

And VOSS Sanitex Coated Belts are easy to clean—steam-proof—strongly made to give trouble-free service over a long life. You'll find them superior in every detail.

Don't put up with poor quality any longer. Month in and month out, keep your production at sales-building tops in appearance with VOSS Sanitex Coated Belts—send today for further information!

**VOSS BELTS mean
LOWER MAINTENANCE
COSTS**

Look to VOSS for the newest and best in Belting of every description—a complete line of Belting and Specialties for the candy industry: Batch Roller Belts, Caramel Cutting Boards, Conveyor and V-Belts. And remember—VOSS features fast deliveries!

**FOR THE
FINISHING
TOUCH:**

**HI-GLOSS No. 3
PLASTIC COOLING
TUNNEL BELTS....**

- ✓ 1 Puts glossy, mirror-like bottoms on your chocolates and coated cookies.
- ✓ 2 No cracking—no peeling.
- ✓ 3 Longer belt life—will not wrinkle.
- ✓ 4 Easy to splice—can be run immediately after splicing by our new method—no waiting for cement to dry.
- ✓ 5 More sanitary—plastic top cleans in a jiffy.

VOSS
BELTING & SPECIALTY CO.

5647
NORTH RAVENSWOOD AVENUE
CHICAGO 26, ILLINOIS

**SMOOTHER, FASTER, ECONOMICAL
PRODUCTION WITH THIS NEW**

BUHLER HIGH SPEED MILL

**Latest Engineering Development
in a Superior 5-Roll Refiner**



- High working pressures
- Greater production capacity
- Fine grinding
- Exclusive roll design for uniform cooling, high speeds, high wear-resistance
- Heavy-duty roller bearings
- Gears in oil-tight casing
- Parts operating in lubricating media sealed off to insure product purity
- Special safety device to eliminate breakage risks

If you are planning now for future installations, a telephone call or a note will bring full details and delivery information.

ENGINEERS FOR
INDUSTRY SINCE 1860

**BUHLER
BROTHERS, INC.**

611 WEST 43rd STREET
NEW YORK 18, NEW YORK



stated. "We have always believed in the policy that a good product at a fair price, plus good and prompt service, spells success, and we will stand on this platform." Mr. Kroekel also predicted a general pickup of confectionery sales in the Fall.

Dr. Harvey A. Neville, director of the Lehigh University Institute of Research, reporting on a two-year search for the cause of chocolate "bloom," stated this is attributed to the segregation and crystallization of the higher melting fraction of the cocoa butter. The migration of this component to the surface occurs readily at higher temperatures through the medium of liquid fats, and crystallization of the solid fat occurs upon cooling.

"The correction of this tendency to 'bloom' has been attempted by several methods," said Dr. Neville. "One of these is the addition of modifiers such as dispersing agents or emulsifiers. A second method involves modification of the characteristics of the fat by solvent extraction of certain components or by addition of hydrogenated cocoa butter.

"Chocolate containing hydrogenated cocoa butter possesses increased stability but presents the problem of establishing the proper tempering conditions and procedures. In order that chocolate modified with hydrogenated cocoa butter may be worked under conditions prevalent in the confectionery industry today, it is necessary to control the viscosity of the mix by means of a suitable added agent.

"A search for such an additive has resulted in the discovery of an effective one for this purpose. It is a lecithin modified by a fatty acid ester and is effective in the permissible concentration of 0.5 per cent."

Three other important problems in candy technology are also being studied at Lehigh under direction of Dr. Nelson R. Easton, assistant professor of chemistry, announced Dr. Neville. These are: (1) prevention of stickiness and graining in hard candy, (2) elimination of development of stickiness and graining in marshmallows, and (3) prevention of moisture loss and mottling in bonbon coatings.

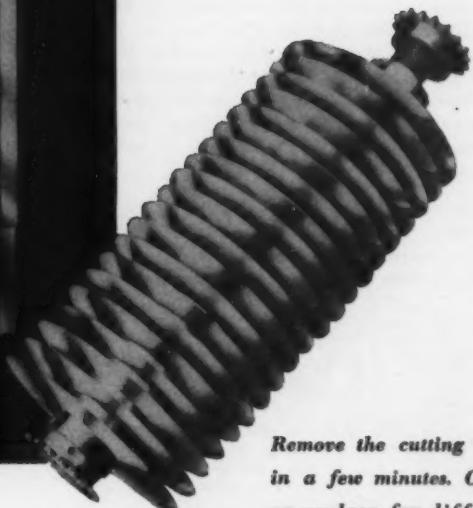
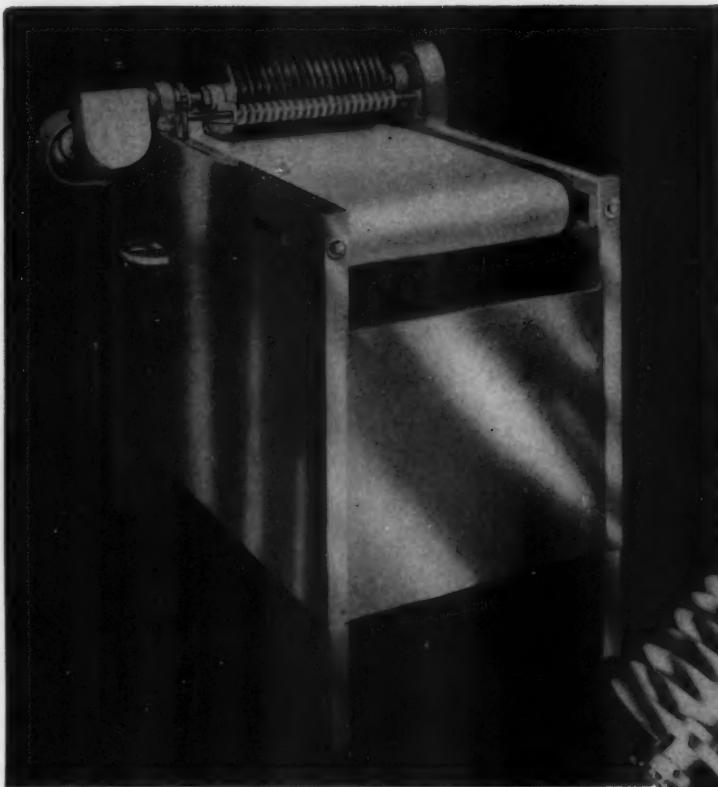
Dr. George R. Cogwill, professor of nutrition at Yale University, told the conference one of the industry's important problems is to teach "the proper way to eat its products." Stating that "candies by their taste have wide acceptance throughout the world," and their "psychological appeal must be rated very high." Dr. Cogwill emphasized that "to the extent that you can promote through educational efforts a sensible attitude regarding the eating of candy, to that extent you will help your products find a well-recognized and appropriate place among foods and among the things which people voluntarily choose to use in their diets." Dr. Cogwill

**Save Time—
Insure Greater Perfection**

**Use VOORHEES
RUBBER
CANDY MOLDS**

Write for Folder M12

VOORHEES RUBBER MFG. CO., INC.
151 East 50th St. New York 22, N. Y.

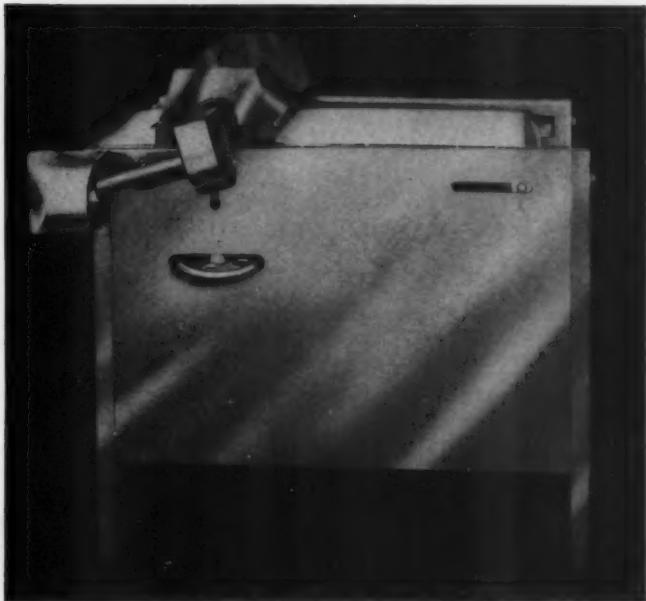


*Remove the cutting head
in a few minutes. Clean,
or replace for different
size cuts . . .*

DUBIN CARAMEL CUTTER

ONE of the big time saving features of this Dubin Caramel Cutter is its detachable cutting head. Cutters can be easily removed and replaced for either cleaning or different size cuts, eliminating the changing of knives. Cutter and mechanism are enclosed in guards for sanitary and safety reasons. All ball bearing construction. Spacers of $\frac{1}{4}$, $\frac{1}{2}$ and $\frac{3}{4}$ " are standard equipment. Stainless steel sides. White canvas conveyor belt.

*Model C2
Motor 2 h.p., 200/440 volt—3 phase
Cutting head 20"—20 circular knives
Floor space 33" x 48"
Shipping weight 575 lbs.*



Side View Showing Cutter Guard

R. M.

DUBIN

2500 SOUTH SAN PEDRO STREET

CORPORATION
CONFECTIONERS' MACHINERY
LOS ANGELES 11, CALIFORNIA

Easy, Quick Way to Remove Milkstone From Pasteurizers

IF YOU USE pasteurizers and other milk processing equipment, take a tip from dairy maintenance men and remove bacteria-harboring milkstone deposits with Oakite Compound No. 36. It's easy!

This effective detergent is applied either by soaking, circulating, hand wiping or brushing methods, depending on the size and type of your equipment. Possessing excellent free-rinsing properties and completely soluble in water, Oakite Compound No. 36 speedily loosens and removes burned-on milk residues and casein deposits. Chemical sterilization is materially assisted.

How-to-use details yours FREE in Oakite Booklet No. 3873. Drop us a card for this interesting booklet—today to Oakite Products Inc., 36C Thames St., New York 6, N. Y.



OAKITE

INDUSTRIAL CLEANING MATERIALS • METHODS • SERVICE

Technical Service Representatives Located in
Principal Cities of United States and Canada

DON'T GAMBLE with BELTING!



DON'T GAMBLE with BELTING!

BE SURE WITH AN ALL STAR
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always* **BURRELL**

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BURRELL BELTING CO. 401 So. Hermitage Av. Chicago

urged the industry to give attention to the psychic factors affecting food intake and ways of improving the products from a nutritional standpoint. "Make them more balanced as foods, not so over-rich in content of energy and so low in content of other essential food factors as to mark them for attack," he pointed out. "To the extent that you can do this, you can offset criticism as well as maintain a respectable place for candy in the nutritional scheme of things."

James A. King, vice-president of the Nulomoline Company, discussed flexibility of quality standards and the rating of a quality ingredient versus cost and adaptability to processing. Under certain conditions a so-called Grade A ingredient may be less suitable in a given type of candy than one rated as Grade B, he said. Outlining a plan for personnel training, Mr. King stated one to two years of proper training could easily equal the experience gained in six years of "haphazard" plant learning.

Walter Farrelly, supervisor of mechanical engineering, of the Cellophane Division of E. I. du Pont de Nemours & Co., Inc., discussed techniques of cellophane wrapping. As plain transparent cellophane is greaseproof, it makes an excellent laminant to cardboard used for packaging candy with a high fat content or for cardboard used under a candy bar, said Mr. Farrelly. It is also suitable for overwraps of boxed chocolates and some types of bars. It handles best in an atmosphere with a relative humidity of 35 to 45 per cent. Moistureproof cellophane of the heat sealing type is used for lollipops, overwrapping of all types requiring moisture protection, bags, and twist wraps. To assure proper electric eye registration, Mr. Farrelly suggested: (1) use a constant voltage transformer, if voltage is subject to wide variation, as such variations may produce the same effect as the registra-

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is streamlined to **INCREASE PRODUCTION**
and **REDUCE WASTE!**



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for full Details and Prices**

The Bausman Automatic Starch Machine recently installed in a mid-western plant gave these results:

- It is operating accurately, with ease, at 112 strokes per minute with double row pump bar—six strokes per board.

- Replacement parts, including bearings, gears, drives, sprockets, are standard. They are obtainable from your local supplier. 95 per cent of the bearings are ball bearings.

Bearings are outside starch compartments and an oil seal prevents oil getting into starch. Depositor is equipped with stainless steel hopper and water-sealed pump bar, with stainless steel pistons, having no grooves nor washers. Sieve or cleaning section is at the side, making its removal easy.

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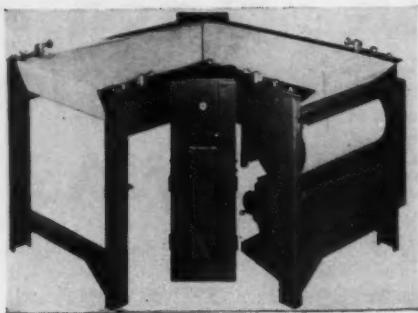
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SPRINGFIELD 1

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Moulds for: Chocolate Bars, Hollow Goods, Continental Style
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AMERICAN Chocolate Mould Co., Inc.

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tion spot, (2) black, blues, and greens are most sensitive colors for registration spots, (3) shield the electric eye from strong artificial light or daylight, and (4) make sure the operator understands how to set the machine for electric eye operation.

W. F. Otis, sales engineer for York Corp., stated air conditioning will aid inventory control by protecting its quality, will aid production control by maintaining a constant and controlled reaction of all products used and by controlling all foreign particles in the air, and will aid packaging and shipping by assuring a uniform product goes into the packages.

John Bolankowski, chemical engineer in charge of food research for the Girdler Corp., Inc., discussed processes for making marshmallow continuously.

Norman W. Kempf, manager of research for Walter Baker Chocolate and Cocoa Division of General Foods Corp., discussed the crystallization of cocoa butter and its effect on the properties of chocolate. To assure good gloss, crystals must be kept small, said Mr. Kempf. Large crystals produce a rough surface which disperses light.

Moderator for the first day's session was F. Milton Demerath, president of Plantation Chocolate Co., Inc., and chairman of the PMCA executive committee. Mr. Kempf was moderator for the first day's symposium on chocolate, which included the following members: Dr. Leo Freundlich, chief chemist for Hooton Chocolate Co.; A. T. Newth, special representative for Lamont, Corliss & Co.; and Mr. Meyers, chief chemist for Hershey Chocolate Corp.

Industry-sponsored research is the only answer to the solution of production problems of the nation's confectioners, Philip P. Gott, president of the National Confectioners' Ass'n. said at the evening's gala "Pennsylvania Dutch" dinner in the Hotel Bethlehem. "Today the candy manufacturer as well as any other food processor must take advantage of the results of modern science if he is to stay in business," stated Mr. Gott. "Lower costs, increased efficiency, new products, and new ingredients all are necessities for him if he is to meet quality, production, and price demands of the consumer."

Charles T. Clark, treasurer and advertising manager for the D. L. Clark Co. and PMCA president, was toast master.

In the opening session on the second day, Dr. Morris B. Jacobs, professor of chemical engineering at Polytechnic Institute of Brooklyn, discussed precautions to be used in the use of flavors in candy processing. Philip Wunderle III, of Ph. Wunderle and first vice-president of PMCA, was moderator.

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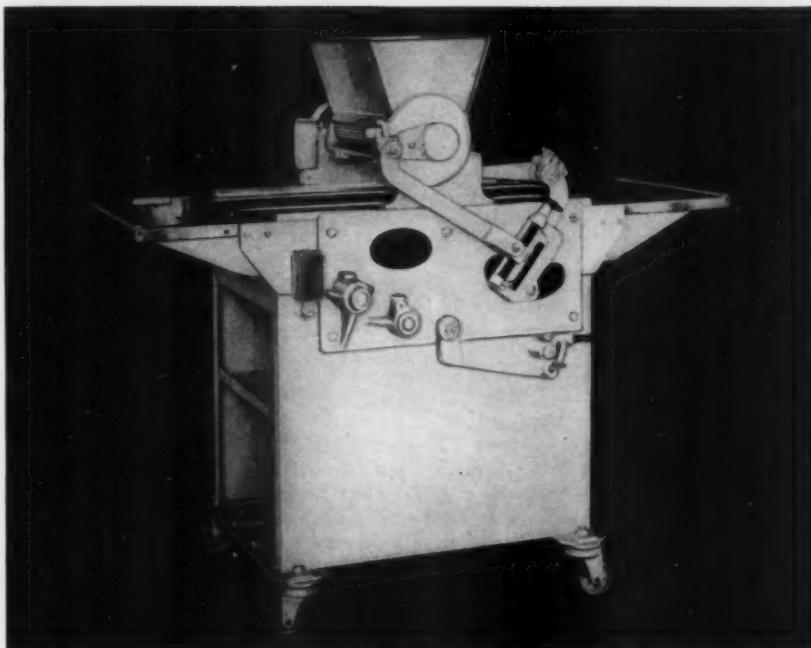
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THE MANUFACTURING CONFECTIONER'S



Candy Clinic



The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of THE MANUFACTURING CONFECTIONER.

Gums, Jellies and Undipped Bars

Assorted Jellies

ANALYSIS: Purchased in a chain grocery in Chicago, for 80 cents a pound, this assortment has a one-layer type box printed in blue and white and tied with grass ribbon. Appearance of the box is good. Appearance on opening is good. Assorted crystallized jellies, crystallized marshmallow and jelly in layers, and crystallized jelly patties are good. Assortment is good.

REMARKS: The best box of crystallized jellies we have examined this year. Very fine crystallizing and very good eating jellies. Suggest cellulose wrapper be used. *Code 6A49.*

Spiced Jelly Drops

ANALYSIS: Purchased in a Pontiac, Ill., restaurant at 10 cents for $3\frac{1}{4}$ ounces. Appearance of package is fair. Container is plain cellulose bag with printed paper clip on top. Colors, flavoring, and sugaring of jelly drops are good.

REMARKS: Drops are gum not jelly. Suggest a printed cellulose bag to improve appearance of package. Slightly high priced at 10 cents. *Code 6B49.*

Jelly Orange Pieces

ANALYSIS: Purchased in a Roseland, Ill., confectionery at 10 cents for $3\frac{3}{4}$ ounces. Container is a plain cellulose bag with printed paper clip on top. Appearance of package is good. Color and sugaring of drops are good. Flavor is fair.

REMARKS: Piece is a gum not a jelly. Suggest a better grade of flavor be used, as well as a printed cellulose

bag to improve package appearance. *Code 6D49.*

Assorted Gums

ANALYSIS: Purchased at a Chicago railway station candy stand at a special price of two packages for 5 cents. Contents: $1\frac{1}{8}$ ounces. Container is a folding box printed in yellow, with imprint of gums in colors, and name in red. Appearance of package is good. Color and finish of

gums are good. Texture is slightly tough. Flavors are fair.

REMARKS: Doubtful if manufacturer can realize any profit at a retail price of two for 5 cents on this item. *Code 6C49.*

Assorted Jelly Drops

ANALYSIS: Container is a cellulose bag printed in green and white. Appearance of package is good. Purchased in a Pontiac, Ill., confection-

Candy Clinic Schedule For The Year

The monthly schedule of the CANDY CLINIC is listed below. When submitting items, send duplicate samples six weeks previous to the month scheduled.

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Chewy Candies; Caramels; Britties

MARCH—One-Pound Boxes Assorted Chocolates up to \$1.00.

APRIL—\$1.00 and up Chocolates; Solid Chocolate Bars

MAY—Easter Candies and Packages; Moulded Goods

JUNE—Marshmallows; Fudge

JULY—Gums; Jellies; Undipped Bars

AUGUST—Summer Candies and Packages

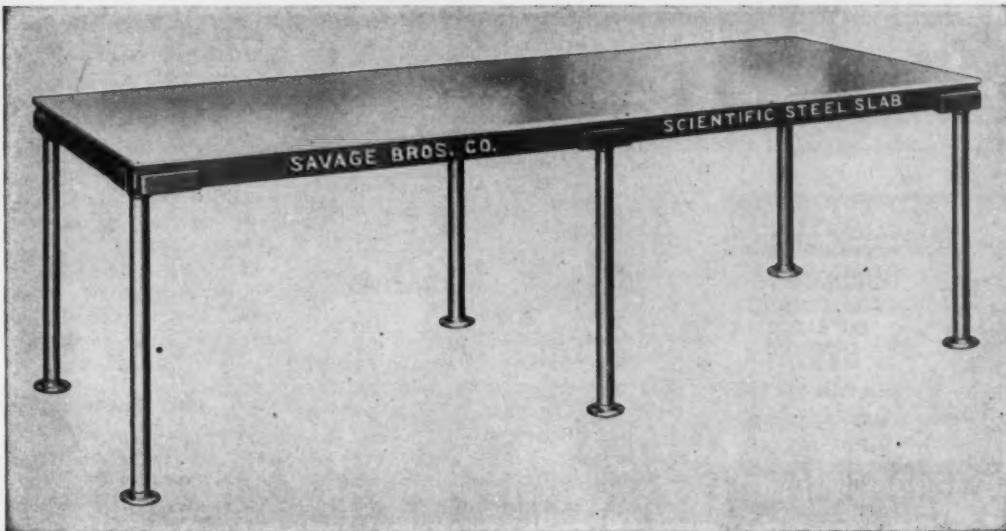
SEPTEMBER—All Bar Goods; 5c Numbers

OCTOBER—Salted Nuts; 10c-15c-25c Packages

NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages. New Packages

The SAVAGE Scientific Cooling or Heating Slab



*By Repeat Orders Candy Manufacturers have acclaimed
this slab because . . .*

THE SAVAGE COOLING OR HEATING SLAB IS:

FASTER—Will cool about 20% faster than any slab on the market.

REGULATED—Will give even cooling or heating at all times. No hot spots whatsoever.

STRONG CONSTRUCTION—Steel plate highly ground and polished. Consumption of water is minimum. It will withstand 125 lbs. working pressure. It is permissible to use refrigerated water.

CONVENIENT—Iron pipe legs are equipped with extra long threads in order to adjust where floors are uneven. Available in standard sizes and special sizes to order. Also ideal for enrober bottomer table.

ECONOMICAL—Unnecessary to take apart and clean out sediment or do any of the usual repairs encountered with steel cooling slabs.

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ery, at 25 cents for 9 ounces. Color and flavors of drops are good. Crystal is poor: blister and white spots.

REMARKS: Piece is a gum not a jelly. Crystallizing needs checking up. *Code 6E49.*

Assorted Spice Drops

ANALYSIS: Purchased in a railroad station restaurant in Chicago, 1 pound for 49 cents. The appearance of the package—a folding box of light yellow color, printed in red, white, and brown with a cellulose window—is good. Color, flavors, texture, and sugaring of the spice gum drops are good.

REMARKS: Suggest less spice be used as it overcame some of the flavors. One of the best spiced opera gums we have examined this year. *Code 6A49.*

Chocolate Fruit and Nut Bar

ANALYSIS: Wrapper is of cellulose; silver seal inside printed in gold and blue. Purchased in a San Francisco cigar store at 5 cents for 2 ounces. Appearance of bar and size are good. Color, texture, and taste are good.

REMARKS: The best bar of its kind we have examined this year. *Code 6F49.*

Sweet Chocolate Bar

ANALYSIS: Packaged in foil wrapper, buff colored paper band printed in blue. Appearance and size of bar are good. Texture and taste of chocolate are good. The color is too light. Weight 1½ ounces. Sent in for analysis as No. 4625. Price: 10 cents.

REMARKS: A good eating bar but too light for this type of chocolate. *Code 5Z49.*

Chocolate Bar

ANALYSIS: Sent in for analysis as No. 4642, this Swedish bar has an orange outside paper band wrapper printed in silver, white, and black. Inside wrapper is of foil and glassine. Weight is 1¾ ounces. No price stated. Dark color is good. Appearance, molding, gloss, texture, and taste are good.

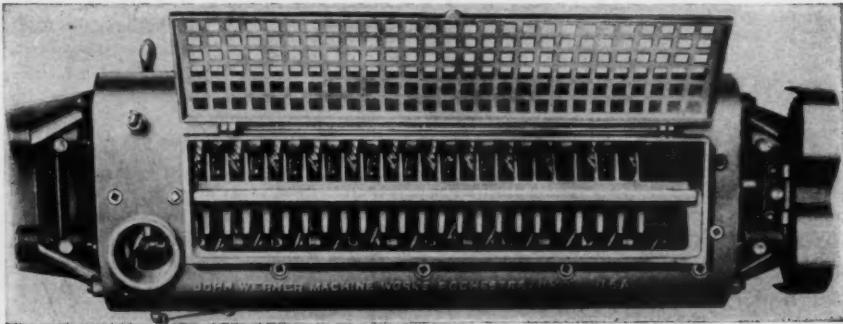
REMARKS: One of the best eating chocolate bars we have examined this year. Well refined, it has a good chocolate liquor flavor. *Code 6H49.*

Milk Chocolate Bar

ANALYSIS: Sent in from Sweden as No. 4643, this bar has a yellow paper band wrapped printed in gold, blue, and brown. Inside wrapper is of

(Please turn to page 61)

When your formula includes corn syrup!



Inside view 50" Snow Flake Cream Beater, with baffles, open top and water jacket.

For smooth, white fondant that is uniformly tender
The Snow Flake Cream Beater is a **MUST**

The Beaters running between diagonal baffle plates assimilate all ingredients, aerating and whitening the Fondant. Years of experience have proved and verified our claim that the Snow Flake Cream Beater is engineered to handle fondant with

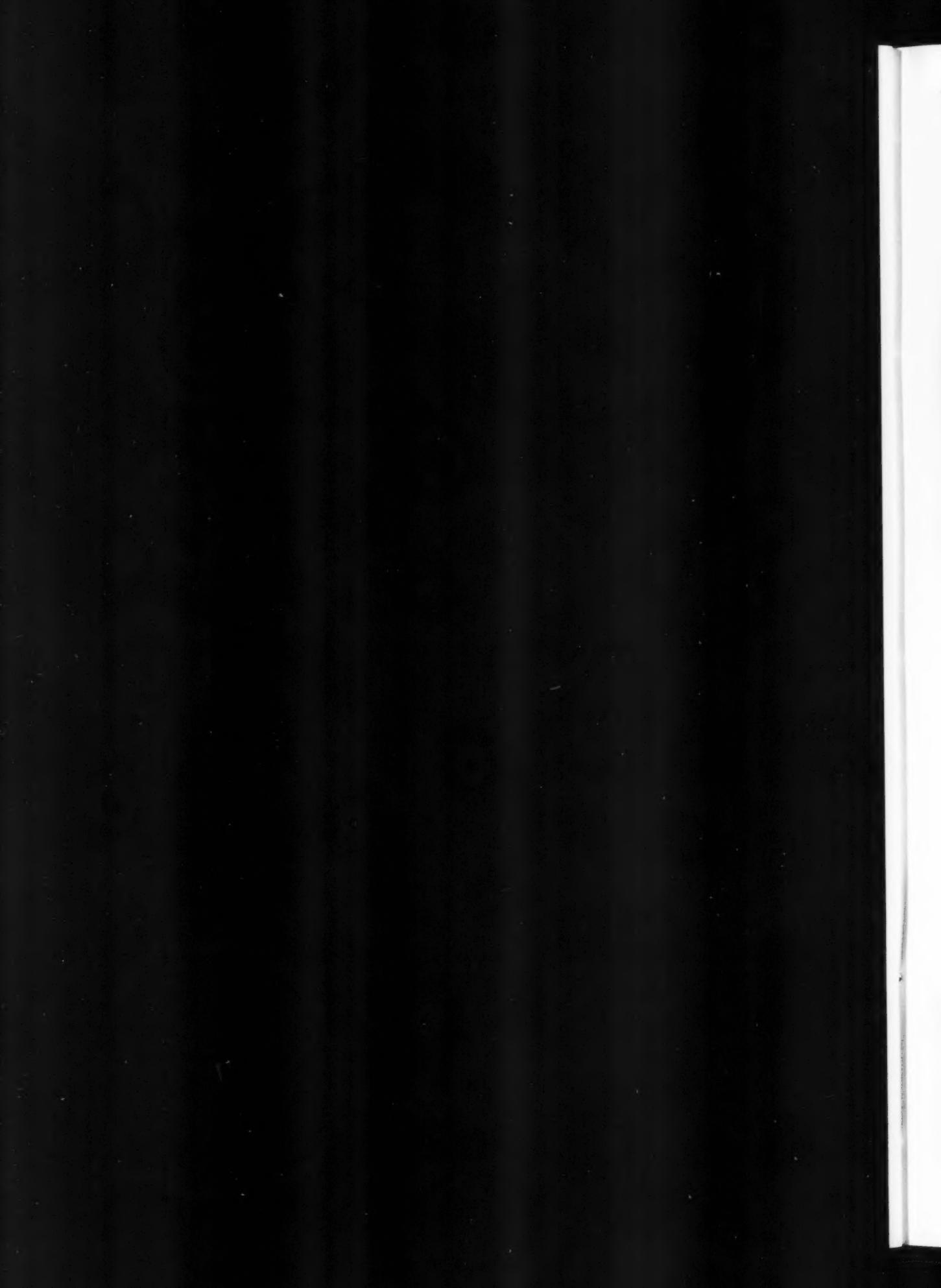
corn syrup better and faster, with the desired result at its maximum. Make your next installation a Peerless Syrup Cooler and Snow Flake Cream Beater.

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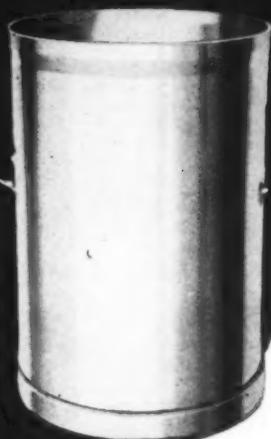
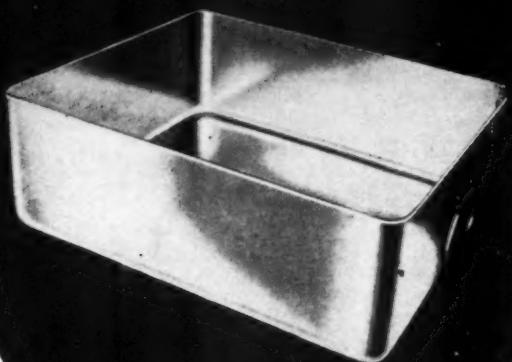
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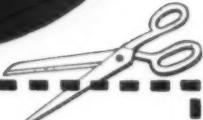
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by WALTER L. RICHMOND

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CANDY PRODUCTION: METHODS AND FORMULAS, now ready for prompt shipment, is a big, 640-page, extra-helpful book designed to give practical "know-how" answers to problems of candy manufacture. Walter L. Richmond, the author, is plant superintendent for Garrott Candy Company and for Jane Garrott Candies, Inc., of St. Paul, Minn. His series of articles on candy manufacture in THE MANUFACTURING CONFECTIONER, which drew wide acclaim of the confectionery industry, are condensations of some of the extra-helpful chapters in this important book.

In CANDY PRODUCTION: METHODS AND FORMULAS, Mr. Richmond describes fully the three basic operations for good candy manufacture: (1) Ingredients and Cooking Actions, (2) Mixing, Casting, Coating, Etc., (3) Trouble Shooting. Mr. Richmond tells *both* the reasons and the methods of operation. In addition, he provides carefully selected formulas for both the wholesale and the retail trade.

Whether you have a large plant or a small one, CANDY PRODUCTION: METHODS AND FORMULAS will prove a valuable asset to your firm. Mr. Richmond's book has 30 helpful chapters, as shown in the accompanying contents table. Its 640 pages contain 500 candy formulas and detailed production information on candies. For quick, convenient reference, a numbered list of the book's 500 formulas—grouped also under 32 main candy classifications—is provided. A comprehensive index and large diagrams showing both how to decorate Easter eggs and how to insert fruit and nuts in the centers are still additional features. Designed specifically as a production man's text, Mr. Richmond's helpful book also provides generous space alongside the formulas for notes during actual production in the candy plant.

CANDY PRODUCTION: METHODS AND FORMULAS is now ready for prompt shipment. Price is \$10. Use the handy coupon below.

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Please send me Mr. Richmond's new helpful book CANDY PRODUCTION METHODS AND FORMULAS which contains 500 candy formulas. I am enclosing \$10.00.

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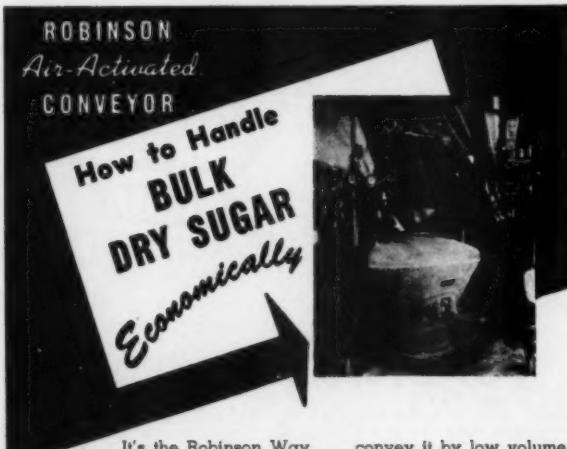
How to Control Dust

(Continued from page 24)

National Electrical Code, Article 500, which covers electrical wiring and apparatus in dusty locations.

As a further precaution, all electrical equipment if at all possible should be located outside the dust producing area or in separate dust tight rooms. Static sparks can be prevented by the proper grounding of motors, ducts, belts, fans, and all other equipment in which static is liable to occur. This subject has been thoroughly explored and methods have been developed for the elimination of this source of ignition.

Fans and pulleys can be equipped with special attachments to prevent their rubbing on other metal parts. All bearings should be of the roller type whenever possible, and the speeds of conveyors should be according to accepted standards. Dryers should be operated with special care, with weekly inspections of the drums being made to be sure no carbonization has taken place. They should be equipped with automatic steam shut-offs on each drum. And the steam line feeding the dryer should also have a main shut-off valve which can be manually closed when dryers are not in operation. During shut-down periods the drums should be checked at specified intervals to be sure the valves are not leaking. This also applies to heating coils for hot rooms. Any small fire occurring in a dusty area should be extinguished by special methods extinguishers with special spray nozzles in order not to such as smothering with sand, or with hoses and fire



It's the Robinson Way . . . convey it by low volume air . . . through piping to destination! The Robinson Air-Activated Conveyor System unloads bulk dry-granular or pulverized materials such as sugar from hopper-bottom cars or tank trucks and conveys them pneumatically to storage and from storage to production—and with no dust!

The Robinson System is economical because it utilizes low-volume air. Pipes do not encrust. They stay clean. There are no continuously moving parts such as screw-feeds, bearings, etc. that cause high maintenance and require frequent replacements.

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CONVEYOR SYSTEMS

When your
customers
get fussy
again . . .



How will your present vanilla flavoring rate then? Does it have the proper balance between taste and aroma to please the palate?

Before the war, many confectioners who wanted to give their customers the best depended on Aromanilla to help develop the full flavoring qualities of their recipes.

During material shortages, many more changed to Aromanilla in order to help make the only ingredients they could get turn out better.

Now, as Her Royal Highness, Mrs. Consumer, gradually comes into her own again, good flavoring will help keep many confectioners ahead of competition.

Here's why confectioners can depend on Aromanilla to help them produce palate-tempting goods:

QUALITY: Aromanilla is based on Mexican Vanilla Beans—the finest source of vanilla flavor.

STABILITY: Aromanilla will not fade out. The volatile solids of the bean which dissipate under temperatures reached in cooking or freezing are replaced with similar but more sturdy natural flavoring extractives. Thus, all the flavoring elements of the Mexican Vanilla Bean remain intact and ripen in the finished goods.

Why not try Aromanilla now? We are so sure that it will help improve the palate-appeal of your goods that we are offering a trial supply with a money-back guarantee. Place your order by using the coupon below; and if, after using Aromanilla, it doesn't meet with your approval, return the unused portion collect and we'll gladly refund your money.

— TRIAL OFFER —

I'd like to try Aromanilla under money-back agreement as explained above. Please place my trial order for:

1 pint concentrate (equals 2 gals. standard flavor) \$8.00

1 gal. concentrate (equals 16 gals. standard flavor) 52.00

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HOOTON

**Chocolate Coatings that
have that tasty goodness
that helps to move the
volume every candy
man is seeking . . .**

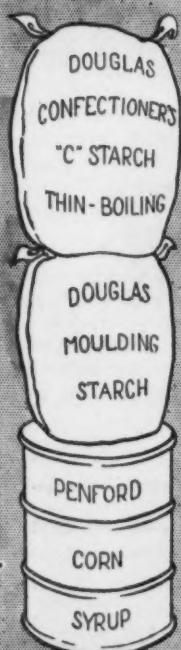
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Uniform quality is found in all three P & F products. Whether it is a single drum, a tank car load, pound or a ton. Perfect consistency is guaranteed by P & F production methods, P & F research, selected buying and sanitary delivery.

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jar loose any dust from overhead pipes or projections.

There are other safety measures which should be taken to prevent explosion or to minimize damage. Starch boards should never be stored in open working areas, especially where cooking is done and moguls operated. A minimum of starch should be kept in any one room. In fact, the ideal situation is to have each operation with its starch in a separate building.

A very important measure is that conditioning rooms and machine areas should be properly vented so that pressures can be dispersed quickly to the outside. It is recommended that these areas have a venting area of not less than one square foot of surface to eighty cubic feet of room area. All windows should be of special explosion type with scored glass. The sprinkler system of a dusty area should be subdivided and fed by more than one independent riser so that in case of an explosion all protection is not destroyed.

You are probably thinking some of these provisions are academic, and wondering if they are feasible. We have tried to carry them out both in our temporary repairs and in our permanent rebuilding, and while our progress was greatly retarded thereby, we found them possible to accomplish and any of you interested may inspect them during the remainder of this week at our factory.

First of all, as temporary measures, we removed all remaining exterior walls, replaced them with plywood panels lightly nailed on the outside. The same type of panels were used in window openings. All electrical conduit and apparatus was removed and replaced with new approved electrical equipment for dusty areas.

Sufficient conditioning rooms were then constructed to house all the starch, each room holding only enough



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These nationally famous KORONET Hair Guards allow natural, sanitary air circulation, keep hair from getting into products during handling. They are neat, decorative, comfortable, light in weight. They are snug-fitting, adjustable to any headsize and hair style. The webbed net is constructed for long, durable service; the glossy non-inflammable plastic shield is cleaned by merely wiping with a damp cloth—no starching or ironing.

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starch boards for one shift for one machine. The three interior walls of these rooms were specifically constructed to offer maximum pressure resistance, the fourth wall being a plywood panel opening to the outside. All dust collecting equipment was rebuilt. Constant cleaning was provided. All ducts, motors, belts, and fans were grounded to prevent static sparks.

While these repairs were going on, our plans for rebuilding were being formed and started. These were approved by the Fire Prevention Bureau and the Building Department of the City of Chicago, and I will outline them for you.

In order to minimize the hazard, we are removing part of our starch operations to the top floor of another building. We are also dividing the remainder of our starch operations into three separate units by specially constructed walls. Each area will have its own conditioning rooms which open to the outside both at the ends and in the ceiling.

I believe it is important to stop a moment and give you a detailed description of how we built these rooms. The walls have heavy channel irons anchored to the floor and ceiling. Vertical studs of 4-inch pressed steel I beams were placed in these channels at intervals of 18 inches. To both sides of the beams is attached hy-rib metal lath on which is placed $\frac{3}{4}$ of an inch of cement plaster. This simulates a reinforced concrete wall. We found it to be the most resistant type of wall, which was verified by the Factory Mutual Insurance Companies. The roof vents are constructed of tee-irons in which two-inch cork slabs are placed loose. Over this there is a 10-gauge aluminum cover, so the total weight of the vent is 3 pounds per square foot. End walls consist of several hinged panels made of 2-inch cork, covered with a 10-gauge aluminum sheet, held in place by light counter weights. Thus, each

R & R



SPECIALTIES

YELKIN BTS The Standardized Lecithin. Used successfully as a basic quality control by confectioners and chocolate manufacturers for over 15 years—uniform, dependable performance.

PLACTO Milk & Cream Products. Meeting every requirement for milk in Candy and Chocolate—Powdered, Plastic or Condensed.

FRIES FLAVORS. A complete line for all candy use—True Fruits, Imitation Fruits, Liquors, and Nut—Vanillas and Specialties.

ROSS & ROWE, Inc.

50 BROADWAY
NEW YORK 4, N. Y.

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CHICAGO 11, ILL.

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APPLE PRODUCTS

the Standard of Quality
for sixty years

NUTRL-JEL

for preserves, jams,
jellies, marmalades

CONFECTO-JEL

for jellied candies

CONCENTRATED APPLE JUICE

Powdered *Apple* Pectin

for CONFECTIONERS

Plants in Apple Regions From the Atlantic to the Pacific

SPEAS COMPANY, General Offices, Kansas City 1, Missouri

NESTLE'S • PETER'S • RUNKEL'S
CHOCOLATE

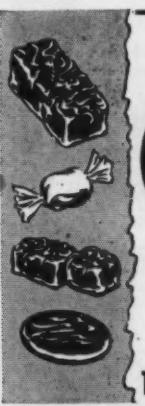
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A standard of quality for 68 years . . .

HUBINGER

CONFECTORS'
 CORN SYRUP
 THIN BOILING
 STARCHES and
 MOULDING STARCH

- SPRING WATER WHITE
- ABSOLUTE PURITY and CLARITY
- HAS SNAP . . . HAS SPARKLE

Now Available

for Shipment in Tank Cars or Tank Wagons

The HUBINGER CO., Keokuk, Ia., Est. 1881

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NATURAL
 DICED
 SLICED
 HALVED
 SPLIT
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The Nation's No. 1 supplier of fine almonds. Processors of some 70% of the California crop.

**CALIFORNIA ALMOND
 GROWERS EXCHANGE**

SACRAMENTO, CALIFORNIA
 Offices: Chicago, New York



TRUTASTE FLAVORS . . . Rival Natures Own



Zestful, Tangy, Imitation **CHERRY**
 Full-Bodied, Rich, Imitation **GRAPE**
 Luscious, Imitation **STRAWBERRY**
 Tantalizing, Imitation **RASPBERRY**

NEUMANN • BUSLEE & WOLFE

224 W. HURON ST.

CHICAGO 10, ILL.

of these rooms is in effect a separate building, having an independent heating and ventilating system.

All electrical equipment is being located outside these rooms except for one motor and fan in each. The motor will be of the dust-proof type. Each room will have its own conditioning system. The machine areas are also being vented and all electrical equipment will be dust proof. We are building separate rooms to house any electrical equipment not needed at the machines. All dust collectors are in specially constructed rooms, well vented at the top and side. Furthermore, all starch conveyors have chokes, special bearings, proper speeds, and will run under a slight suction to prevent dust from leaking out into the room.

A large central vacuum cleaning unit, which will be equipped with non-static attachments, will be installed. Outlets will be located at strategic points so that all pipes, ducts and overhead projections can be cleaned with ease.

Insofar as is possible, cooking operations are being located on the floor above to reduce the personnel in the starch areas.

Line shaft drives are being removed and replaced with individual drives so as to reduce the static danger. All hot pipes are being properly covered, as they always have been. We no longer permit stacks of starch trays in open rooms around our machines. All windows are of the type to blow out readily in case of pressure. All sheet metal ducts have clean-out doors properly spaced so they can be easily inspected and cleaned.

Toilet and smoking rooms are now located so they no longer open into working rooms. We have increased venting area.

In addition to all these precautions, we constantly instruct our employees on the dangers of carelessness. We have developed a set of operating rules for the starch department which we strictly enforce. Our inspection procedures while operating and during shut-downs are vastly more rigid.

To summarize: There are three important things to do in the control of Dust Hazards; (1), prevent the dust cloud; (2), eliminate sources of ignition and (3), in case both happen simultaneously, provide adequate vents for the relief of the pressure. Constant policing of dusty areas to be sure safety is provided and maintained, is a continuing function of top management who should never underestimate the full power and danger of a dust explosion.

Suggested inspection of equipment in dusty areas follow:

1.—All ground wire connections should be inspected once a week to be sure they are tight.

- 2.—Dust collectors should be inspected once a week to be sure they are clean and static wires are in good condition.
- 3.—Dryer drums and heating coils in dry rooms should be inspected weekly for char.
- 4.—During shut-downs dryer drums should be checked for steam leaks every four hours.
- 5.—During shut-downs all hot room steam coils should be checked for steam leaks every four hours.
- 6.—Explosion vents, doors and sash should be inspected and lubricated every six months to be sure they are operating properly.
- 7.—Superintendents and foremen should constantly check lights and electrical apparatus to see that no covers have been removed.

Following are suggested operating rules for a dusty area:

- 1.—No smoking should be permitted.
- 2.—"No smoking" signs should be posted in conspicuous places.
- 3.—No electrical appliances should be used in the area unless they bear the Underwriters Laboratories Label Class II Group G.
- 4.—No temporary wiring should be permitted in the area.
- 5.—No welding or soldering should be permitted without approval and then only if equipment is shut down and area inspected for dust. Equipment should be removed immediately on completion of the work.
- 6.—No gasoline or inflammable liquids shall be brought into the area.
- 7.—No electric trucks should be used in this area.
- 8.—No emery wheels or similar type equipment which produces sparks should be used in the area.
- 9.—In any accidental tipping over of starch boards, starch should be cleaned up immediately. If near a machine, the machine should be stopped immediately.
- 10.—All emptying of starch from bags or other containers should be done under a hood provided for this purpose.
- 11.—Window sills, tops of fluorescent and other lighting fixtures, floors, pipes and all other surfaces must be kept under regular cleaning with a vacuum cleaner.
- 12.—Mold boards should be cleaned with brush under a hood and not with compressed air.
- 13.—Use of air hoses should not be permitted in the area.

... captures the bouquet of real . . .
fresh-ripened strawberries

new Imitation Strawberry FRAGARIA

- HARD CANDY
- GELATIN POWDERS
- FONDANTS

A new product from the laboratories of George Lueders . . . Imitation Strawberry FRAGARIA gives remarkable bouquet fidelity.

Has a high boiling point to retain flavor and can be used to fortify True Fruit Strawberry.

WRITE FOR SAMPLE

Established Since 1885

GEORGE LUEDERS & CO.

427 Washington St.

New York 13, N. Y.

Chicago • San Francisco • Montreal • Los Angeles
Philadelphia • St. Louis • Toronto • Winnipeg • Wisconsin



To Make a Confectioner's Wish Come True!

If you've ever wished your candies tasted better...

Try KRIST-O-KLEER . . . and rest assured! Because KRIST-O-KLEER Invert Sugar controls moisture—it helps keep the fresh flavor from drying out of candies.

If you've ever wished your candies looked better...

Again, it's KRIST-O-KLEER! Because it helps regulate moisture, KRIST-O-KLEER preserves the original, perfect texture of candies. Helps keep candy fresh-looking longer.

If you've ever wished your candies kept better...

Of course, it's KRIST-O-KLEER! Candies made with KRIST-O-KLEER stay fresh longer, because this uniform invert sugar helps retain moisture even upon exposure to air and low humidity.

Order today from National's full line of KRIST-O-KLEER invert and partial invert sugars.

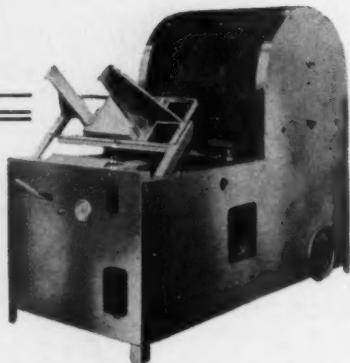
**THE NATIONAL
SUGAR REFINING CO.**

New York, N. Y. and Philadelphia, Pa.

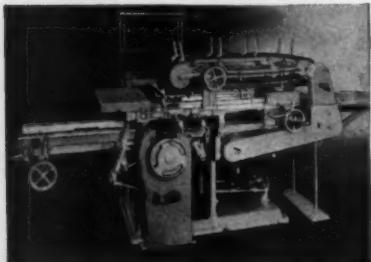


★ *Announcement* ★

FRANK D. PALMER, Inc., CHICAGO *is now a division of* PACKAGE MACHINERY COMPANY SPRINGFIELD, MASSACHUSETTS



Palmer Continuous Motion Carton Former.
Delivers perfectly formed and sealed cartons
at speeds as high as 135 per minute.



Model FA
High-Speed Adjustable Wrapping Machine.
The most widely-used wrapping machine in the
packaged goods field.

Through a recent consolidation, Frank D. Palmer, Inc. of Chicago has become a division of the Package Machinery Company of Springfield, Massachusetts.

The Package Machinery Company's extensive line of wrapping machines serves a large number of the users and potential users of Palmer carton forming machines. By uniting our organizations we are, therefore, in a better position than ever to render a broad service to the packaged goods industry.

The sales staffs of both organizations will continue unchanged, each specializing in its particular field.

If you are seeking greater economies and a better selling package through improved cartoning and wrapping methods, get in touch with our nearest office.

PACKAGE MACHINERY COMPANY, Springfield 7, Massachusetts

NEW YORK CHICAGO BOSTON CLEVELAND ATLANTA DALLAS
DENVER LOS ANGELES SAN FRANCISCO SEATTLE TORONTO MEXICO, D.F.

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

How Packaging Aids Merchandising

by HENRY J. HOWLETT

President, Container Laboratories, Inc.

IT WILL BE generally admitted that there are two kinds of buying—planned and impulse. The volume of either varies widely with the product offered for sale. For example, impulse buying in the confectionery field is far more of a factor than in meat; in shoes less than in cosmetics and so on.

Because of today's economic conditions the seller's market in most lines has disappeared. Buyers have become shoppers—thus greatly increasing the competitive aspects of package merchandising. The result has been that sales and sales promotion efforts have been stepped up, advertising appropriations have been increased, and other elements—such as the accelerated trend towards self-service merchandising and the advent of television—all place an added burden of the package and make eye-appeal of tremendous importance.

Before approaching the broad question of package design, and by that I mean more the appearance of the package than its structure, I think it necessary to impress on you the importance of the elements of consumer recognition and optical acceptance as a means of supplementing your brand and product advertising. Du Pont has made several interesting surveys on impulse buying, some of them in the confectionery field. It is rather startling to learn that three shoppers out of four buy at least one item on impulse and that one out of four items in all group purchases is motivated by impulse. In another recent survey conducted by du Pont in food stores, it was found that eight out of 10 candy purchases were not planned. The survey does not say whether this impulse was towards a known and recognized brand or simply for a piece of candy.

Effective Packaging, Advertising

If you are willing to accept this premise, I think you will admit that your best means of taking advantage of this huge uncontrolled market is through effective package design backed by advertising. Design is not simply good art work. It reaches into all phases of the company's operation and should be planned and executed on a group basis with the collaboration of the sales, production, advertising, and financial divisions of the company.

I suggest that you consider as primary factors in good design, the size, shape, and composition of the product; the production facilities available; your market; and an attractive exterior, embodying factors of convenience and protection as required. These are not listed in the order of their importance.

Also important for consideration, but only in a secondary sense, are questions of materials, distribution, artistic qualities, display, and advertising.

In designing a new package or redesigning an old one, I urge that you reverse the customary procedure, start with the consumer and work backwards. Purely as a

matter of opinion, if you fail to satisfy the consumer, the opinions and desires of retailers, wholesalers, and your own staff are of small importance. What I am trying to say is: *Don't try to impose your own ideas on the consumer.* Give him what he wants and if you cannot, don't make it.

On materials, your supply houses generally know more than you or your purchasing department and, in addition, have much better technical facilities—all of which are available for free. I think it wise to check through independent sources on questions of quality and performance but, generally speaking, you get really high-grade help from the better supply houses.

Don't launch a new package or redesign an old one without having made some sort of market survey to prove the necessity for the change and broadly to outline the packaging requirements.

Don't be too hide-bound by tradition. Candy is particularly vulnerable in this respect, in my opinion, and if you don't believe it, I wish somebody would show me a square peppermint, which probably makes you all shudder.

Avoid "Over Packaging"

Don't over-package even on your high grade package goods. Cups, seals, partitions, pads, ribbons, laces, and cellophane are all hard to digest and—unless it is a gift package or one in a very high priced range—they do not impress the consumer favorably. As a matter of fact, it generally has quite the opposite effect, as the impression is gained that the money might well be put either into quality, quantity, or taken off the price. This means that you must watch your cost ratios carefully to make certain that packaging doesn't bear too great a proportion of the load.

Don't deceive the consumer with oversized boxes, extension edges, false bottoms under candy bars, and such like. You're probably only kidding yourself and certainly are not building for repeat sales.

If you have a company name which is long or difficult to pronounce, use a symbol. This has been found to be effective both as space savers and as a merchandising aid. A good example of this is McCormick of Baltimore and Pillsbury of Minneapolis, both successful package merchandising houses.

If you have two grades of merchandise, give them entirely distinct names and use an entirely distinct design in packaging them. There may be some family tie-in, but the consumer should never be confused with respect to which is the number one grade.

Check your opinions as you go along. Don't wait for the finished job with all the expense entailed before finding out whether or not you will like it.

Don't waste space, particularly on bar goods.

Keep abreast of advances in packaging materials and techniques. Learn what is going on in glass, paper, tin, plastics, moisture vapor transmission, and such like. Sometimes you can improve your package and reduce

*From Mr. Howlett's address before the 66th annual NCA convention in Chicago.

IT CURES DAMPNESS



the Candy Industry's Headache

Desiccite #25® is a moisture adsorbent that picks up water vapor from the air. Maintaining a low humidity atmosphere inside the container with Desiccite #25 is rapidly becoming standard practice in the candy industry.



Desiccite #25 works four ways:

1. Candy packaged with Desiccite #25 does not stick, lose gloss or flavor and will not crystallize. Desiccite #25 eliminates the necessity for sanding and individual wrapping.

2. By increasing storage, shipping and shelf-life, candy production schedules can be leveled out. Savings in overtime operations alone more than pay for Desiccite #25.



3. Returns of moisture-damaged candy are eliminated — retailers can buy larger stocks — safely store and display a greater variety.

4. Retailer's sales automatically increase because the consumer buys more candy when it has more flavor and eye-appeal.



Write today for information and recommendations for profitable, practical packaging procedures. Your moisture problems can be solved by writing to your nearest Desiccite distributor, presenting full details.



Write for name of agent in your country.
Envoyez pour le nom de l'agent de votre pays.
Envíe por el nombre del agente en su país.

Filtral®

CORPORATION
General Offices:
Los Angeles, California

DESICCITE DISTRIBUTORS

Prior Chemical Corporation
420 Lexington Ave., New York 17
Eaton Chemical & Dyestuff Co.
1490 Franklin Street, Detroit 7

Gulf Coast Industries
P.O. Box 1089, Corpus Christi, Texas
L. H. Butcher Company
Los Angeles, San Francisco, Portland,
Seattle and Salt Lake City

your costs. Examples in another industry are the non-returnable beer bottle and the one-trip milk container.

Find some means of evaluating your package design at the point of sale. This has particular pertinence in the confectionery industry, which is largely given to dreaming up screwy names for bars. No one could possibly tell from these names what they were buying if they were not familiar with the contents. In other words package design and not the product itself may be of great importance in the eyes of those who are unfamiliar with the package contents.

This last point brings me down to a recent development in packaging that I believe to be important as a means of scientifically determining whether or not Mrs. Zilsch will pick up your package or in fact whether she clearly sees it even when she is looking at it.

In the middle of the room is a "Videometer". This makes use of color photography and psychometric principles as a means of evaluating the three main factors influencing the consumer when she sees displayed merchandise in a store.

Through calibrated mechanical controls this process attempts to evaluate the three variables influencing what the shopper sees. Of course, these photographs were taken under controlled conditions, but the results are the same in all cases. The three variables are focal quality, illumination quality or intensity, time quality or interval of recognition. Values determined by this means may be compared with established standards or competitive products. It measures only visibility as it is obvious that it is possible to have bad design and high visibility or, conversely, good design and low visibility.

Buyers Market Means Competition

The switch to a buyer's market means competition from similar products within the same commodity group and from other commodities competing for the same consumer dollar. In impulse buying and in self-service units the package backed by advertising must tell a story and make its bid for the consumer's dollar in a startling short interval of time. Also, the trend towards self-service merchandising compels the package to be the salesman, and it must quickly say, "Here I am" to the old friend or attract the attention of the new.

Modern self-service stores tend to put all the merchandise of similar commodity groups together, where they must compete—one against the other—and opportunities for special promotions here are not of continuing value. It seems to me that present evidences of mass distribution clearly indicate that package visibility—and that means package design—is going to become increasingly important. Certainly it will be in mechanized store displays where only one package of a kind or a brand are shown. Perhaps we are some distance from the use of television on a broad scale as an adjunct to package merchandising. It is well to be fore-handed so that when you use T-V, particularly when color is available, you will be prepared.

Restocking shelves and display units is generally an assignment of the lowest paid member of an organization. Therefore, the package gets little or no individual attention and the design must do the work.

Other points to bear in mind are that only about 20 per cent of the population of this country has normal 20/20 vision and that store lighting varies from place to place and in only a small percentage of stores can be considered ideal. Another consideration is that the usual shopper, particularly for candy, is in pretty much of a hurry and does not stop to give the purchase too much thought.



Now **BRACH** prevents
hard candy from
sticking together
in hot weather!



Brach's experience with
VISQUEEN film packaging
has been duplicated by
many another big name in
American business. We'll be
happy to help you, too.

Write for samples and complete information

Hard candies often give their makers a hard time of it—especially in warm, humid climates. Usual methods of packaging failed to seal out moisture. This caused such gooeyness that all the candy pieces welded into one solid lump. Eye-appeal, appetite-appeal "took it on the chin." The only solution seemed to be costly, individually-wrapped candy pieces.

Then the Brach people heard about VISQUEEN film—and the almost unbelievable moisture-proofing job it's been doing.

A test package of transparent VISQUEEN film was developed. Heat-sealed at both

top and bottom, the new VISQUEEN film bag proved absolutely moisture-tight. Under the most extreme summertime conditions, candy pieces kept the desired hardness, did not become sticky. Another advantage: VISQUEEN film is strong; square-edged hard candies don't pierce it. And a single wrap is ample—a definite advantage over the double wrap film commonly used.

The South—formerly out of bounds for these candies—is now a big new market for Brach. And folks *everywhere* can now enjoy fresh, crisp Brach hard candies in July as well as in January!

*Another outstanding
example of*

*VisQueen**
film packaging!



*VisQueen**

FILM...A PRODUCT OF THE

VISKING

CORPORATION

PRESTON DIVISION • TERRE HAUTE, INDIANA

TRANSPARENT PLASTIC BOXES



Plan a quick-selling Transparent Plastic Package for Christmas selling!



Weinman Transparent Boxes and Cans make good candy, nuts, fruit-cake, etc., sell BETTER. Send for NEW 1949 catalogue and typical samples Today.

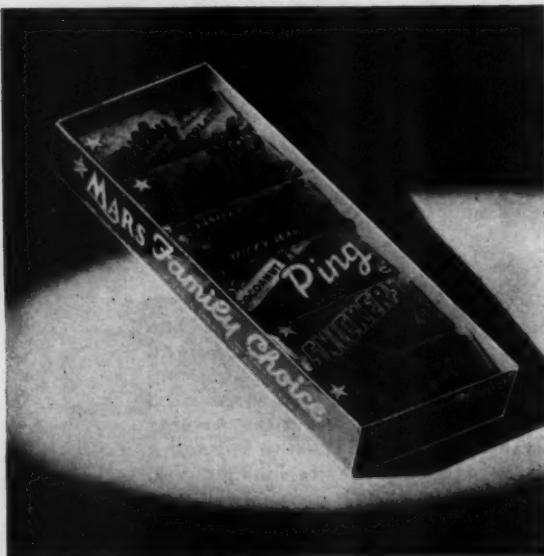
WEINMAN BROTHERS, INC.
3260 W. Grand Ave. • Chicago 51, Illinois

• **Loft Candy Corp.**: George R. Frederick is named president to succeed Maurice L. Wurzel, who died recently, announces Albert M. Greenfield, chairman of the board. Mr. Frederick has been executive vice-



GEORGE R. FREDERICK is named president of Loft Candy Corp., announces Albert M. Greenfield, chairman of the board. Mr. Frederick succeeds Maurice L. Wurzel, who died recently.

president since 1941. Irving D. Rossheim, formerly vice-president, secretary, and acting treasurer, is named executive vice president. Leonard Wurzel, vice-president, is elected a director to fill the vacancy caused by death of his father Maurice L. Wurzel. Alfred Blasband, formerly assistant secretary and assistant treasurer, is named treasurer. Bertram R. Crane, formerly labor relations counsellor for Bank-



MULTIPLE-UNIT PACKS FOR YOU!!

To obtain complete information on how the Hayssen can wrap the type of multiple-unit pack you have in mind, we suggest that you write to the factory today.

• IT PAYS TO WRAP THE HAYSSEN WAY

HAYSSEN MFG. COMPANY • SHEBOYGAN, WIS.

Hayssen
ELECTRIC EYE
WRAPPING MACHINES

THE MANUFACTURING CONFECTIONER



BI

BIG DECISION *for them·for you!*



Candy Dandy

OUR 50th YEAR

1949

Printed Cellulose, Blotting, Acetate, Glassine, Plastic Film, Coatings, Lithographed Displays, Printed Promotional Material

Deciding to spend their pocket money for candy was easy. Deciding which candy requires almost exasperating deliberation. Will your package be the one they choose over all others?

Candy men have brought their packaging problems to Milprint for fifty years. No other single source offers the wide range of packaging materials—the large staff of top flight designers—plus the practical knowledge of candy merchandising you get at Milprint.

Whether you make bars, pieces or box candies Milprint skill and experience can help your packages win more favorable decisions at the candy counter. Call your local Milprint man or write today.

Candy Dandy suggests Milprint "follow through" service.

"We'll help you do a complete merchandising job by designing and producing your lithographed displays, window strips, folders, car cards—all types of printed promotional material. Get everything at one stop—Milprint."

Milprint INC.
PACKAGING MATERIALS
LITHOGRAPHY & PRINTING

GENERAL OFFICES, MILWAUKEE, WISCONSIN
SALES OFFICES IN ALL PRINCIPAL CITIES

Glamorize

YOUR LOLLY-POPS WITH THE
REVOLUTIONARY NEW

CELL-O-CORE CELOPHANE SUCKER STICKS



The Colorful Pop-Stick That Really LOOKS Like a Candy Stick

- Loaded with irresistible eye appeal for kids . . . easy to identify . . . they'll DEMAND it in preference to plain, colorless sticks.
- SAFE . . . it is FLEXIBLE, but cannot break or shatter.
- SANITARY . . . solid twisted Cellophane . . . Will not get soggy, sluff off or get "messy" in the children's mouths.
- CLEAN . . . will not show dirt as a result of moisture, and handling with sticky fingers.
- Permits flavor identification at a glance . . . red striped stick for cherry, green for lime, etc.
- Takes the lolly-pop out of the "just another hunk of candy" classification . . . gives it identity and "class".

Manufacturing Advantages

- Competitively Priced.
- UNIFORM . . . made to close tolerances to work smoothly in any lolly-pop machine. Perfect adhesion between candy and stick.
- Any length or diameter required, in a wide range of brilliant colors.

WRITE FOR SAMPLES AND PRICES.

CELL-O-CORE CO.

624 S. Michigan Ave. Chicago 5, Ill.

ers Securities Corp., is named assistant secretary and assistant treasurer.

- **George Ziegler Co.:** Raymond W. Ziegler has entered the firm's management, says President J. E. Ziegler. Eldest son of the president, Raymond W. Ziegler for three years after army service was a member of the sales research department of Ar-



RAYMOND W. ZIEGLER, who has entered management of George Ziegler Co. Son of President J. E. Ziegler, Mr. Ziegler worked with various supply firms in the industry, holds degrees from Harvard and Carnegie Tech.

mour & Co. Previous to entering the army, he worked for the Clinton Company and the Corn Products Refining and Sales Companies. He served in the army from 1941 to 1946, when he was discharged with the rank of first lieutenant. He is a 1939 Carnegie Tech graduate in management engineering. In 1940 he received a master's degree from the Harvard Graduate School of Business Administration.

- **Goelitz Confectionery Co.:** A new building of brick and steel construction is being erected by this North Chicago, Ill., firm, which this year is celebrating its 50th anniversary. The new building will have picture windows, walls finished with tile, most modern machinery, and latest facilities for the safety and comfort of employees.

- **Candy Pack, Inc.:** O. R. Torrison, president, announces the introduction of a new coffee flavored candy called "Mokets". Similar to Swedish mints in shape and size, "Mokets" are semi-hard. Tests show that they have unusually long shelf life, the concern reports. They are being packed in vending machine cellophane bags, in larger size bags for counter display, and in bulk.

- **Candy Merchandising:** Clyde C. Hall, editor, graduated this month from the Executive Program of the School of Business of the University of Chicago. He will receive the degree of Master of Business Administration at the university's commencement in August.

- **Rosemarie de Paris, Inc.:** Edith Steiger is named sales promotion director. She formerly was advertising director of Parfums Corday, Inc.

- **Topps Chewing Gum, Inc.:** "Bazooka" bubble gum is named "the official bubble gum of the circus" for 1949 by Ringling Bros. & Barnum & Bailey circus.

Candy Clinic

(Continued from page 46)

foil and glassine. Appearance, color, molding, gloss, texture, and taste are good. Weight: about 2 ounces. No price stated.

REMARKS: The best milk chocolate bar we have examined this year. Very well made and has a good milk taste and good chocolate liquor taste. *Code 6/49.*

Vanilla Fruit and Nut Bar

ANALYSIS: Cellulose wrapper; silver seal inside printed in gold and blue. Appearance and size of bar are good. Color, texture, and taste are good. Purchased in a San Francisco cigar store at 5 cents for 2 ounces.

REMARKS: The best bar of its kind we have examined this year. *Code 6G49.*

Miscellaneous Candies

MM Cigars, Bananas

ANALYSIS: Sent in for analysis as No. 4648. No price or weight stated. Colors are good. Texture is a bit too hard and tough. Flavor is fair.

REMARKS: Samples do not appear up to standard. We have examined type at 1 cent each. *Code 6K49.*

Chocolate Coated Hassel (Not Nougat) Bar

ANALYSIS: Sent in from Sweden as No. 4644, this bar has a foil wrapper printed in red. Appearance is good. Light coating is fair. Center is filbert and chocolate paste, of which color and texture are good and taste is fair. No weight or price stated.

REMARKS: Center lacks a good filbert flavor and is very greasy. Not a good eating piece. *Code 6/49.*

Chocolate Cream Bar

ANALYSIS: Seven-eighths ounces for 5-cents sent in for analysis as No. 4622. Packaged in foil wrapper, white paper band printed in blue. Appearance is good. Size is small. Coating is good for a 5-cent bar. Color, texture, and taste of center are good.

REMARKS: A good eating cream bar but small for a nickel seller. *Code 5FF49.*

FOR *Superb*
DUTCH PROCESS
COCOA AND
CHOCOLATE



... neutralize with

SOLVAY
Potassium
Carbonate

47% LIQUID
AVAILABLE
IN TANK CARS
AND DRUMS

Also available in the following forms:
Dustless Calcined 99-100%
Hydrated 83-85%



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ALLIED CHEMICAL & DYE CORPORATION
40 Rector Street, New York 6, N. Y.

BRANCH SALES OFFICES:

Boston • Charlotte • Chicago • Cincinnati • Cleveland
Detroit • Houston • New Orleans • New York
Philadelphia • Pittsburgh • St. Louis • Syracuse

RIBBONS
for your *Candies*
Satins • Moires • Taffeta
Gros-Grain • Rib-on-it
Rayon and Chiffon
R. C. TAFT CO.
111 NORTH CANAL STREET
CHICAGO 6, ILLINOIS

KIWI CODE DATER

Easily attaches to any conveyor. Operates in any position—top, side, or bottom. Any numeral or letter combination. Once a day service. An automatic marker and pricer at reasonable cost, that spots mark where you need it. Helps stock rotation at all points. For details, write:

KIWI CODERS CORP.
3804 N. Clark St., Chicago 13, Ill.
Inks for Any Surface

ALWAYS
DEPENDABLE

IDEAL WRAPPING MACHINES

The satisfaction of KNOWING that their wrapping machines will give EFFICIENT, UNINTERRUPTED SERVICE AT ALL TIMES is just one reason why candy manufacturers the world over prefer IDEAL Equipment. These machines, suitable for

both large and small manufacturers, are fast, always dependable and economical. The SENIOR MODEL wraps 160 pieces per minute; new HIGH SPEED SPECIAL MODEL wraps 325 to 425 pieces per minute. Both machines are built for the most exacting requirements and carry our unqualified guarantee.

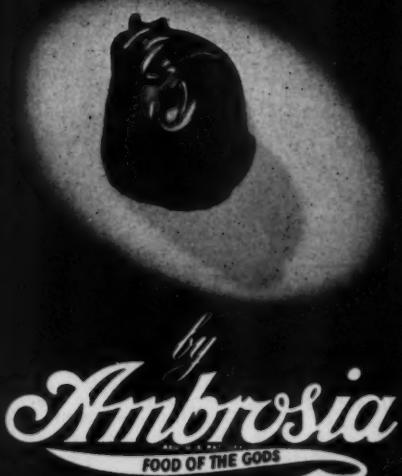
Write For Complete Specifications and Prices

IDEAL WRAPPING MACHINE

EST. 1906

MIDDLETOWN, N. Y. - - - U. S. A.

Chocolate Coatings



by
Ambrosia
FOOD OF THE GODS

Manufacturers of Fine Coatings Since 1894

AMBROSIA CHOCOLATE CO.

Milwaukee 3, Wisconsin

ALWAYS
DEPENDABLE

SUPPLY FIELD News

• Chas. Pfizer & Co., Inc.: Franklin B. Albright is named field sales manager for the Midwestern region. He will be located in the firm's new offices at 425 N. Michigan Ave. Chicago. Mr. Albright was a Pfizer sales representative for the past 11 years.



GEORGE B. HISLOP, son of R. S. Hislop, is now associated with his father in Racine, Wis., manufacturers' agent firm. They represent the Racine Confectioners' Machinery Co., Vacuum Candy Co., and Chas. H. Stehling Co.

• New FEMA Officers: John N. Curlett, vice-president of McCormick & Co., Inc., Baltimore, was elected president of the Flavoring Extract Manufacturers' Ass'n at the recent 40th annual FEMA convention in Chicago's Drake Hotel. Retiring FEMA president, Leslie S. Beggs, of the Styron-Beggs Co. was named a member of the advisory committee. Louis J. Woolf, of H. Kohnstamm & Co., Inc., was elected chairman of the executive committee.

Other officers elected to the FEMA board of governors, in addition to Mr. Curlett, include: Frank D. Nowland, 1st vice-president; W. G. Grant, 2nd vice-president; William H. Hottinger, Jr., 3rd vice-president; L. P. Symmes, secretary; and Lloyd Smith, treasurer.

• Senneff-Herr Co., Inc.: Ben F. Kreider, president, announces introduction of a new line of "Vac-Products" to replace the former line of "Vac-Cream," "Vac-Cre-Milk," "Vac-Milk," and "Master Milk." Improvements in consistency, keeping qualities, and texture feature the new line, which was shown at the NCA exposition.

• General Foods Corp.: Lester E. Waterbury is named general counsel and secretary. He formerly was general attorney and assistant secretary.

• Riegel Paper Corp.: "No Accident Honor Award Pins" will be awarded to employees working one, three, five, 10, and 25 years without a lost time accident by this Milford, N. J., firm.

• Support for Peanuts: Peanut prices will be supported at 90 per cent of parity price on August 1, on peanuts eligible for support under the 1949 crop marketing quota program, announces the Dept. of

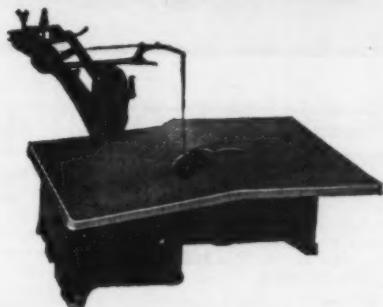
Agriculture. Producers who pick or thresh peanuts in excess of their 1949 allotment will be ineligible for price support on production from allotted acreage. A farmer marketing outside the support program has to pay a penalty equal to 50 per cent of the support price on marketings in excess of his quota.

• **Cochrane Corp.**: Frederick H. Mason Co., Detroit, is named representative for Cochrane.

• **Western Packaging Exposition**: Cost reductions in packaging, packing, and shipping will theme sessions of the 2nd annual Western Conference on Packaging, Packing, and Shipping, which will be held concurrently with the 2nd annual Western Packaging Exposition in San Francisco's Civic Auditorium, August 9-12.

• **National Equipment Co.**: New engineering features included in National's new "Heavy Duty Mogul Model M-100" are announced: (1) streamlined enclosure with large doors for easy access to all operating parts; (2) mechanism built into machine for permitting all adjustments for tray, skip, and pump bar while depositor is operating; (3) a new leveling device built of aluminum for greater strength; (4) a printer improved by smooth-acting cans which permit a double print with each vibration and allows more perfect printing; (5) installation of a centralized greasing arrangement which, with three shuts applies grease to all necessary points on each side of the mogul; (6) explosion-proof motors, all operated from control buttons at both ends of the machine; (7) an exclusive patented automatic beltless feeder; (8) more sturdy construction.

**TIE BOXES, PACKAGES FASTER,
EASIER with the SAXMAYER NO. 6
BUNDLE TYING MACHINE**



Latest addition to the SAXMAYER line is this highly efficient machine especially suited for tying confectionery products. Using either twine or tape, it ties all shapes and sizes of packages up to 6 inches high. Attractively finished in enamel with white porcelain top. Legs furnished at slight additional cost.

Whatever your tying problem, there's a SAXMAYER to meet your requirements. Write for illustrated folder describing 20 standard SAXMAYER Models serving over 100 different industries.

**NATIONAL BUNDLE TYER CO.
BLISSFIELD, MICHIGAN**



**VALENTINE
HEARTS
SATINS-
PAPERS
All Sizes
SPECIAL DESIGNS**

**Consult Us For YOUR
VALENTINE REQUIREMENTS**

**UNIVERSAL-ENGEL
PAPER BOX COMPANY**

520 O'Fallon Street

St. Louis 6, Mo.

The MANUFACTURING CONFECTIONER'S Clearing House



HELP WANTED

WANTED: HARD CANDY Foreman for plant in New England. Must have knowledge of manufacturing filled plastic hard candies. State age, salary desired, when available. Real opening. Box A-798. **The MANUFACTURING CONFECTIONER.**

WANTED: Hard candy manufacturer of Chicago has opening for all around hard candy men as well as foreman. Box A-7916. **The MANUFACTURING CONFECTIONER.**

WANTED: Superintendent candy department for permanent position with modern South American factory. Must be experienced in full line of hard candies, starch work, caramels, and pan work. Box C-7911. **The MANUFACTURING CONFECTIONER.**

WANTED: Superintendent for new South American biscuit plant. Must be capable of making full line of high quality cookies and crackers using band oven. Box C-7912. **The MANUFACTURING CONFECTIONER.**

POSITIONS WANTED

WANTED A JOB: I am a practical candy maker—well versed in all lines, hard candies, creams, gums, jellies, marshmallows, and kindred, enrober and chocolate work; all retail and counter goods as well as wholesale lines. 35 years experience in above. Thorough knowledge of machines and handling of help to best advantage. Prefer Middle West location. Age 49. Box TF-799. **The MANUFACTURING CONFECTIONER.**

PLANT SUPERINTENDENT: A man of broad experience. Capable of taking complete charge of manufacturing of all types of candies, wholesale or retail. Chicago or vicinity preferred. Box A-7910. **The MANUFACTURING CONFECTIONER.**

SUPERINTENDENT OR ASSISTANT SUPERINTENDENT: 19 years' experience with nationally known company. Capable of taking complete charge of any size wholesale plant. Well versed in all branches of hard candy, cough drops, and suckers. Familiar with modern equipment and methods. Excellent references. Box A-7915. **The MANUFACTURING CONFECTIONER.**

POSITIONS WANTED (Contd.)

SUPERINTENDENT: Thoroughly versed in all branches of candy and chocolate industry; 28 years practicing experience. Capable of handling help to the best advantage and getting quality and quantity results in production. Box A-797. **The MANUFACTURING CONFECTIONER.**

SALES LINES WANTED

WEST COAST REPRESENTATION
Large San Francisco Packer and Distributor of Cello-Bag Candies wants one or two non-conflicting Confectionery lines for 7 Western States. Four Salesmen cover territory regularly calling on Wholesale Distributors, Jobbers, etc. Offer excellent coverage, either straight brokerage or can handle C/L shipments, warehousing in own plant. May also consider having product packed under our own brand name. Box A-794. **The MANUFACTURING CONFECTIONER.**

WANTED: Lines of 1c and 5c candies for North Carolina, South Carolina and Virginia. Sam Smith, 2500 Patterson Ave., Winston-Salem 4, North Carolina.

WANTED: Candy and allied lines. We have 20 years sales experience in same territory of Florida, Georgia and Alabama. 3 salesmen. Hubert Brokerage Company, 210-211 Candler Bldg., Atlanta, Georgia.

WANTED: Lines of 1c and 5c candies and allied lines. Also choc. cov. cherries. For Tenn., Ala., and Western part of N. C. and S. C. O. W. Davis, P. O. Box 1204, Chattanooga, Tenn.

MACHINERY FOR SALE

FOR SALE
BUHLER REFINER
5-ROLL—NEW
BOX NO. A-792
The MANUFACTURING CONFECTIONER

CLASSIFIED

When addressing box numbers,
please address as follows:
(Box Number)
The Manufacturing Confectioner
400 West Madison St.
Chicago 6, Ill.

MACHINERY FOR SALE (Contd.)

FOR SALE

24—250 gal. Copper Jacketed Kettles, 50" dia. x 42"; 1—Stokes Rotary DD Tablet Machine, 1-7/16" max. dia.; 1—Standard Knapp #429 Gluer-Compression Unit; 1—Lehman 5' Melangeur; 1—Confectioners 300# Chocolate Melter. Only a partial list. Send us your inquiries.



FOR SALE: 1 die pop sucker machine in perfect condition. Box A-796. **The MANUFACTURING CONFECTIONER.**

FOR SALE: 2 Ideal caramel wrapping machines; size $\frac{3}{8} \times \frac{7}{8} \times \frac{3}{4}$ to $\frac{7}{8}$; complete with motors and stokers. Excellent condition. Write Brownie Chocolates, Limited, 83 Duke Street, Toronto, Ontario.

FOR SALE: 24" copper kettles \$25; 4-speed Century mixer \$250; 6' batch roller \$125; gas furnaces with blowers \$100; 3 x 6 marble slabs \$10 each; $3\frac{1}{2} \times 6'$ cellophane sheets .014 per sq. in. Other bargains. Mighty Good Candy Co., Columbus, Ga.

FOR SALE: National enrober, latest model, 16 inch, complete with motor and bottom. Slightly used. F.O.B. Chicago. Make offer when writing. Box C-7913. **The MANUFACTURING CONFECTIONER.**

FOR SALE: Three completely reconditioned RAF Rose Candy wrapping machines for immediate shipment. Like New. Box A-7914. **The MANUFACTURING CONFECTIONER.**

ADVERTISING

Classified insertion requests are sent to the same address. Rates are 35c per line of regular type; 70c per line for bold face or capital letters; \$8 per column inch for display. Minimum insertion is three lines. Rates are not subject to agency discounts.

Restrained by the cost of new equipment?

- Here is a solution to reconcile today's requirements of plant efficiency and operating economy.
- YOU can afford to buy UNION CONFECTIONERY rebuilt and guaranteed equipment.

UNION



EVERY TYPE AND SIZE OF CANDY MACHINERY FOR YOUR IMMEDIATE NEEDS.

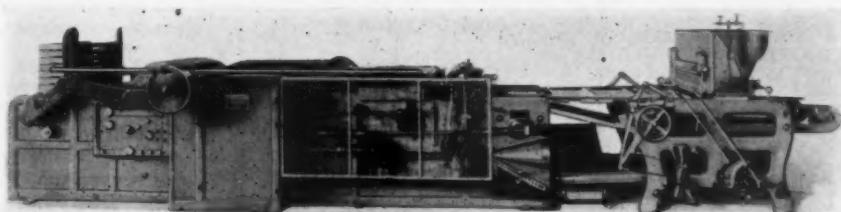


National Equipment Continuous Hard Candy Cooker

Machinery and Equipment From Large Candy Plant in ST. JOSEPH, MISSOURI

Currie Stacker, operated with National Automatic Type AD Wood Mogul.
Wolf 13-Section Starch Dryer and Conditioner
Bridge Hand Roll Machine for depositing cocoanut.
Werner Syrup Cooler 600 lb. with motor driven Werner Cream Beater.
National and Savage Marshmallow Beaters, motor driven.
Savage Jacketed Motor Driven 25 and 50 gal. Tilting Mixing Kettles.
32" National Enrober, Automatic Feeder, Automatic Temperature Control, 40

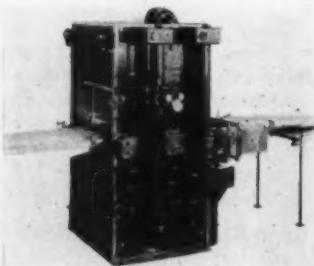
ft. Cooling Tunnel and 23 ft. Packer.
1—11,000 Jacketed Chocolate Storage Tank.
Chocolate Melters, 2000, 1000, and 500 lbs. cap.
National 1000 and 2000 lb. per hour Continuous Cookers.
Mills High Speed Drop Machine with 8 water cooled 6"x8" Rollers, excellent assortment.
Package Machinery 228 Twist End Wrapper.
Mint Puff Machine with 3 sets Rollers.
Large Production Sugar Sander.



National Equipment Late Type Fully Automatic Steel Mogul

IMMEDIATE DELIVERY

In Time for Your Fall PRODUCTION



32" National Enrober with Automatic Feeder, Cooler and Packer



Wolf 13-Section Starch Dryer and Conditioner

WRITE-WIRE
Collect
For Prices
and
Full Details
on all your
Requirements

UNION CONFECTIONERY MACHINERY CO., Inc.

318-22 Lafayette St.

Cable Address:
"CONFECMACH"

New York 12, New York

MACHINERY FOR SALE (Contd.)

FOR SALE: One 2" Whiz Packer, Serial No. 543, with 3" top plate, 3" Spider, one set of 3" cups. One Model "E" Krimpac Machine with 10' extension and 104 pusher posts and pusher wings. One Century Wire Cut Cookie Dropper, variable speed drive. One No. A-DS Holm Automatic Weighing and Filling Machine. One Racine Depositor. One Peanut Cluster Basket Type Machine. One Steel Starch Buck with Sifter. One Jelly Sanding Machine. Write us for detailed description and prices. Walter Williams Candy Co., 9 N.W. First St., Oklahoma City, Okla.

FOR SALE: Gordon Wilcox Senior Plastic Machine equipped with $\frac{3}{4}$ " extruders round and square. Machine never used, already crated to go, will sell for \$1600; which is about one third of selling price. Box C-595. **The MANUFACTURING CONFECTIONER.**

FOR SALE: Friend Machine (Bostonian Model) \$1,000; 5' Ball Cream Beater \$500; Steel Slab \$195; Fire Mixer \$275; 200-lb. Chocolate Melter \$295; Marshmallow Beater (rebuilt) \$350; 3 H.P. Compressor \$275; Hobart Mixer \$150; 1 Exact Weight Scale \$75; 1 Time Clock \$175. Grover Candy Company, 2075 Liberty St., Jacksonville, Fla.

MACHINERY WANTED

WANTED: BOX FILLING MACHINE for Cough Drops, with paper liner to hold approx. $1\frac{1}{2}$ oz. EXTENSION—BOX—CELOPHANE WRAPPING MACHINE. Box Size approx. 12" x 6" x 1". Box A-793. **The MANUFACTURING CONFECTIONER.**

WANTED: DF-1 Package Machinery Wrapping Machine with roll card feed. Also roll card feed for DF Machine. Also No. 2 Micro-pulverizer. Box A-791. **The MANUFACTURING CONFECTIONER.**

• **Fireside Marshmallow Co.:** Jerry E. Daniels is named executive-vice-president, announces Theodore T. Shafton, president. Mr. Daniels has been managing director of Martin Food Products, King Fuller, Inc., and Greenlake Packing Co.

• **Onslow Candy Co.:** A large new "headquarters store" will be opened in August on King Street, Charleston, S. C., announce Dr. and Mrs. Winifield Scott Smith, owners of the firm. Charles S. Alston, former business manager of the Carolina Art Ass'n, has acquired an interest in the firm and becomes assistant manager.

• **Candy Sales Down:** Dollar sales of confectionery and chocolate manufacturers for the first four months of 1949 were 13 per cent below the like period last year, reports the Bureau of the Census.

MACHINERY WANTED (Contd.)

WANTED FOR IMMEDIATE DELIVERY: 1 late model steel mogul, 1 Huhn starch cleaner and dryer, 1 Racine automatic nougat cutter, 1 Package Machinery Model DF-1 wrapping machine, 1 Forgrave Model 26-D wrapping machine, and 1 Rose L.S.B. wrapping machine, 1 sugar sanding machine. All machines must be in a clean and perfect operating condition subject to our inspection. Address Box A-795. **The MANUFACTURING CONFECTIONER.**

WANTED: Lolly Pop Wrapping Machines. Will pay cash. State serial number and condition. School House Candy Co., Providence, R. I.

MISCELLANEOUS

SURPLUS MATERIALS AT CUT PRICES
To liquidate an inventory we offer, subject to prior sale:
1,000 lbs. Confecto Jel@ \$.75
250 lbs. Confectioners Veg A Loid .75
300 lbs. Veg A Loid Buffer &
Phosphate Salts75
80 lbs. Duché Algaloid 1.00
Write, wire, or phone us while this merchandise is still available.

MORRIS BROKERAGE & SALVAGE CO.
1635 W. Fulton St., Chicago 12, Ill.
Phone HAYmarket 1-2275

USED STARCH

Also Sweepings

BOUGHT
(For Animal Feed)

LOUIS ROSENBERG

444 Fairmount Ave.
Philadelphia 23, Pa.

MISCELLANEOUS (Contd.)**WE BUY & SELL****ODD LOTS • OVER RUNS • SURPLUS**

Cellophane BAGS

SHEETS • ROLLS • SHREDDINGS
Cellophane rolls in smaller boxes 100 ft. or more

ALSO MADE OF OTHER CELLULOSE FILM

Wax - Glassine Bags, Sheets & Rolls
Tying Ribbons—All Scotch Tape
Colors & Widths Clear & Colors

Diamond "Cellophane" Products

Harry L. Diamond Robert L. Brown
"At Your Service"
74 E. 28th St., Chicago 16, Illinois

BUSINESS FOR SALE

FOR SALE: Wholesale Confectionery Business, including 2-story brick bldg., candy mfg. equip., truck, office equip., \$5,000 stock of merchandise. Going concern in business location over 25 years. Operating as C. E. Walley Co., 436 S. 18th St., Reading, Pa. Business being sold to settle estate. Write executor at above address.

BROKERS WANTED

WANTED: Brokers carrying non-conflicting lines to represent us in the following territories on commission basis: New York State, Michigan, Ohio, Indiana, Kentucky, and Tennessee. Please give full details in first letter. Rittenhouse Candy Company, Inc., Worth and Herbert Streets, Philadelphia 24, Pa.

USE M. C. CLASSIFIED ADVERTISING to Sell or Buy Used Equipment.

Sales of manufacturer-wholesalers were down 14 per cent, of manufacturer-retailers down 7 per cent, and of chocolate manufacturers down 8 per cent. April sales of \$50,885,000 were down 18 per cent from April, 1948 and 21 per cent from March of this year. Four months' sales for the 313 reporting firms were \$242,289,000.

• **Candy Merchandising:** Stanley Allured, Chicago advertising manager, graduated this month from the Northwestern University School of Journalism course in publication management.

• **Wilbur-Suchard Chocolate Co., Inc.:** David Rauch is named sales manager-chain store sales, to operate under F. Baehr, sales manager-confectionery sales. Mr. Rauch comes to the newly created executive position from M & M, Ltd., where he was sales promotion director.

CONFECTIONERY BROKERS

New England States

JESSE C. LESSE CO.

Confectionery
Office and Sales Room
161 Massachusetts Ave.
BOSTON 15, MASS.
Territory: New England

Middle Atlantic States

S. P. ANTHONY

Manufacturer's Representatives
P. O. Box 1355—Phone 2-8469
READING, PENNSYLVANIA
Terr.: Pa., Md., Dela., Washington,
D. C.

HERBERT M. SMITH
109-17 110th St.—Virginia 3-8847
OZONE PARK 16, NEW YORK
Terr.: New York State

IRVING S. ZAMORE
2608 Belmar Place
SWISSVALE, PITTSBURGH 18, PA.
29 Years Experience
Terr.: Pennsylvania, excluding
city of Philadelphia

FACTORY SALES COMPANY
Broad Street Bank Building
TRENTON, NEW JERSEY
Specialists in Specialties
Terr.: N. J., N. Y., Pa., Dela., Md.,
& Washington, D. C.

GREENBERG BROS.
389 East 2nd St.
BROOKLYN 18, NEW YORK
Covering Jobbers, Syndicate and
Dept. Stores in New York City &
100 mile radius

ARTHUR M. CROW & CO.
407 Commonwealth Annex Bldg.
PITTSBURGH 22, PA.
Cover conf. & groc. jobbers, chains,
dept. stores, food dists.
W. Pa., W. Va., & E. Ohio

MARTIN J. BERMAN CO.
292 Fifth Avenue
NEW YORK 1, N. Y.
Longacre 4-2633-4
Greater New York Area
Including Department Stores,
Chains, Buying Offices

South Atlantic States

BUSKELL BROKERAGE CO.
1135 East Front Street
RICHLANDS, VA.

Contact Wholesale Groceries, Candy
Jobbers and National Chains
Terr.: Va., W. Va., Eastern Tenn.,
and Eastern Kentucky

W. H. CARMAN
Manufacturers' Representatives
3508 Copley Road
BALTIMORE 15, MARYLAND
Terr.: Maryland; Wash., D. C.

So. Atlantic States (contd.)

JIM CHAMBERS

Candy Broker
84 Peachtree Street
ATLANTA, 3, Georgia
Terr.: Ga., Ala., and Fla.

WM. E. HARRELSON

Manufacturers' Representative
5308 Tuckahoe Ave.—Phone 44280
RICHMOND 21, VIRGINIA
Terr.: W. Va., Va., N. & S. Caro.

HUBERT BROKERAGE CO.

Candy and Allied Lines
3 Salesmen
Offices & Display Rooms
210-211 Candler Bldg.
ATLANTA, GEORGIA
Terr.: Florida, Georgia and Alabama
for 20 years

JOHNSON & SAWYERS

335 Burgess Building
JACKSONVILLE 2, FLORIDA
Confections & Allied Lines
Terr.: Ga., Fla., & Ala.

A. CARY MEARS

P. O. Box 2415

ROANOKE, VIRGINIA

Candy and Specialty Items

Terr.: Va., W. Va., & No. & So. Caro.

ROY E. RANDALL CO.

Manufacturers' Representative
P. O. Box 605—Phone 7590
COLUMBIA 1, SO. CAROLINA

Terr.: No. & So. Carolina.
Over 25 years in area

East No. Central States (contd.)

East No. Central States (contd.)

WALTER M. GREESON CO.

101 Smith Street
FLINT 3, MICHIGAN
"We Are At Your Service Always
—And All Ways"

Terr.: Michigan, Estab. Since 1932

BERNARD B. HIRSCH

229 E. Wisconsin Ave.
MILWAUKEE 2, WISCONSIN
Terr.: Wis., Ia., Ill. (excluding Chicago)
Mich. (Upper Penn.)

DONALD A. IKELER

2037 E. Main Street
KALAMAZOO, MICH.
Territory: Michigan

HARRY KISSINGER

Candy—Novelties—Specialties
3846 McCormick Ave.
Phone Brookfield 9691

HOLLYWOOD, ILLINOIS

Terr.: Ohio, Mich., & Ind.

G. W. McDERMOTT

100 North Raymond St.—Phone 382
MARINETTE, WISCONSIN

Terr.: Wisc. & Upper Mich.—covered
every five weeks.

WM. C. MITHOEFER

6210 Tyne Avenue
CINCINNATI 13, OHIO

We specialize in cigars, candies
specialties and novelties

JACK WILSON PEIFFER

Manufacturers' Representative
54 W. Burton Place
CHICAGO 10, ILL.

ARTHUR H. SCHMIDT CO.

815 Erie Side Ave.
CLEVELAND 14, OHIO
Terr.: Ohio. Member Nat'l. Conf.
Salesmen Ass'n.
Buckeye Candy Club

WARREN A. STOWELL & ASSOCIATE

Phone TRIangle 1265
7943 So. Marshfield Ave.
CHICAGO 10, ILLINOIS

Terr.: Chicago and Radius of
Forty Miles.

C. H. THOMPSON

1421 Sigsbee St., S. E.
GRAND RAPIDS 6, MICHIGAN

Terr.: Michigan only

JOHN T. SOX CO.

Box 605
COLUMBIA, S. C.
Manufacturer's Representatives
Have been representative for 17
years in the states of South and
North Carolina

H. H. SMITH

Box No. 1202
HUNTINGTON 14, WEST VA.
Candy, Marbles, School Tablets,
Wax Papers, Stationery, Napkins

Terr.: W. Va. & Eastern Ky.

SOMMER & WALLER

Manufacturers' Representative
8336 Maryland Ave.—Vin. 7174
CHICAGO 12, ILLINOIS

Serving Metropolitan Chicago
Sales Area for 25 Years

East No. Central States (contd.)

W AND W SALES

1627 West Fort Street
DETROIT 16, MICHIGAN
Covering Michigan Completely
With Quality Merchandise
Al. Williford

W. M. (BILL) WALLACE

Candy and Specialty Items
P. O. Box 472-111 Rutland Bldg.
DECATUR, GEORGIA
Terr.: Ga. & Fla.
Thorough Coverage

East So. Central States

R. HENRY TAYLOR

Candy Broker
Box 1456—Phone 8491X
LEXINGTON, KENTUCKY
Territory: Kentucky and Tennessee

PAUL JOHNSON AND CO.

Manufacturers' Representatives
Day Phone 1—Night Phone 2420
Box 270
CAMPBELLSVILLE, KY.

Candy, Crackers, Cookies, Cigars,
and Specialty Items
Terr.: Ky. and Tenn.

FELIX D. BRIGHT

Candy Specialties
P. O. Box 177—Phone 8-4097
NASHVILLE 2, TENNESSEE
Terr.: Kentucky, Tennessee, Alabama,
Mississippi, Louisiana

J. L. FARRINGER CO.

1900 Cedar Lane—Phone 8-9470
NASHVILLE 4, TENNESSEE
Established 1924
Territory: Tenn., Ky., and W. Va.
2 Salesmen covering territory

West No. Central States

GEORGE BRYAN

BROKERAGE CO.
410 Walnut Bldg.
DES MOINES 9, IOWA
Consistent and thorough coverage
of wholesale candy and tobacco,
wholesale grocery, chain store
trade in central, eastern Iowa

ELMER J. EDWARDS

CANDY BROKERAGE
5352 31st Ave. So.
MINNEAPOLIS 17, MINN.
Phone: Pa. 7659
Terr.: Minn., N. & S. Dak.—Special
attention given to Twin City trade

GRIFFITHS SALES COMPANY

725 Clark Ave.—Phone GA. 4979
SAINT LOUIS 2, MISSOURI
We specialize in candy and
novelties.
Terr.: Mo., Ill., and Kan.

LEON K. HERZ

1290 Grand Ave., Emerson 7309
ST. PAUL 5, MINN.
Terr.: Western Wis., Minnesota,
North and South Dakota

HUTCHINS BROKERAGE CO.

218 Third Ave., N.
MINNEAPOLIS 1, MINNESOTA
Terr.: Minneapolis and Adj. Terr.

SCHULTZ SALES COMPANY

2611 W. Douglas Ave.
WICHITA 12, KANSAS
Terr.: Kansas, Oklahoma,
Western Missouri

CONFECTIONERY BROKERS

West So. Central States (contd.)

H. L. BLACKWELL COMPANY
Emery Way at Sunset Drive
EL PASO, TEXAS
Phone: 3-0503
Terr.: Tex., N. Mex., and Ariz.

S. D. CARTER COMPANY
Merchandise Brokers
Box 217
SHREVEPORT, LA.
Terr.: La., Ark., & E. Texas

GENERAL BROKERAGE CO.
539 Tchoupitoulas St.
NEW ORLEANS 4, LA.
New Lines Desired
Complete coverage in Louisiana
and Mississippi of candy manufacturers, jobbers, and wholesale grocers.

G & Z BROKERAGE COMPANY
524 North 12th Street
ALBUQUERQUE, NEW MEXICO
A combined confectionery experience of 38 years.
Covering Arizona, New Mexico, Idaho, Utah, and El Paso County, Texas.

W. S. STOKES
Broker & Agent
BATESVILLE, ARKANSAS
Candy - Novelties - Specialties
Terr.: Arkansas - Accounts solicited

J. J. BOND & COMPANY
1840 Hill Crest - Phone 7-1200
FORT WORTH 7, TEXAS
Territory: Texas and Oklahoma

Mountain States

CAMERON SALES COMPANY
5701 East Sixth Ave.
DENVER 7, COLORADO
Candies and Allied Lines
Terr.: Colo., Mont., Idaho, Utah, N. Mex.

Mountain States (contd.)

JERRY HIRSCH
Manufacturers' Representative
Candy and Specialty Items
4111 E. 4th St.
TUCSON, ARIZONA
Territory: Arizona, New Mexico, & El Paso, Texas

FRANK X. SCHILLING
Confectionery and Novelty Items
Box 416 - Phone 2-3540
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Complete coverage of Montana, Idaho, and Wyoming.

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Box 1619
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Territory: Colo., Wyo., Utah, Idaho, Mont., N. Mexico

Pacific States

JOHN T. BOND & SON
637 S. Wilson Place
Phone Federal 6028
LOS ANGELES, CALIF.
Territory: Pacific Coast
Our 28th Year in Candy and Food Field

GENE ALCORN & CO.
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LOS ANGELES 21, CALIFORNIA
383 Brannan Street
SAN FRANCISCO 7, CALIF.
Territory: State of California

WITENBERG-ROSS
24 California St.
Phone: Exbrook 7973
SAN FRANCISCO 11, CALIFORNIA
315 West Ninth St.
Phone Trinity 7159
LOS ANGELES 15, CALIFORNIA
Terr.: Calif., Arizona, Nevada & Export

Pacific States (contd.)

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Terr.: Wash., Ore., Utah, Ida., Mont., Nev., Wyo.

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No. Cal., Nev., & Hawaii
SAN FRANCISCO 10, CALIF.
923 E. Third St. - Southern California

LOS ANGELES 13, CALIF.
Terminal Sales Bldg.
Wash., N. Idaho
SEATTLE 1, WASH.
903 Park Road
Ariz., New Mex., W. Texas
EL PASO, TEXAS

J. RAY FRY & ASSOCIATES
420 Market St. - Phone Garfield 7690
SAN FRANCISCO, CALIF.

Terr.: Calif., Ore., Wash., Mont., Ida., Utah, Wyo., Nev., Ariz.

CHARLES HANSHER
112 W. Ninth Street
LOS ANGELES 15, CALIFORNIA
Personal contacts with chains, jobbers, syndicates & dept. stores throughout California

GEORGE W. HARTLEY
89 Marietta Drive
SAN FRANCISCO 18, CALIFORNIA
Phone: Juniper 4-5300
Pacific Coast Representative

Pacific States (contd.)

I. LIBERMAN
SEATTLE 22, WASHINGTON
Manufacturers' Representative
1705 Belmont Avenue
Terr.: Wash., Ore., Mont., Ida., Utah, Wyo.

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SAN FRANCISCO 11, CALIF.
Established 1906
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Terr.: Eleven Western States

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Territory: Wash., Ore., Ida., Mont.
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Terr.: Calif., Associates at Hawaii, Philippines and China. Established since 1932.

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Phone: Trinity 8282
LOS ANGELES, CALIFORNIA
Terr.: Calif., Ariz., N. Mex., West Tex., Nev.

BELL SALES COMPANY
100 Howard Street
SAN FRANCISCO 5, CALIFORNIA
Candy & Food Specialties
Terr.: Calif., Reno, Nev., Hawaiian Islands

PMCA CONFERENCE

(Continued from page 42)

Lloyd E. Slater, industry engineer for the Food Industry Division of the Brown Instrument Co., discussed applications of automatic controls in confectionery manufacture. Pointing out that instrument controls can help effect a higher quality, more uniform product, as well as production savings, Mr. Slater said a new device has been developed for continuously measuring the specific gravity or density of fluid and semifluid products with extreme accuracy. "This device has already been found to give very excellent measurement of flowing syrup and starch slurry, providing readings accurate to within 0.1 degree Brix and Baume. It is easy to see good possibilities for this unit in measuring and controlling the ingredients making up a candy mixture before cooking as well as controlling the finished product coming from the continuous cooker."

— Louis Lang, chief research chemist for the National Sugar Refining Co., said sugar gives candy its sweet

taste, fine texture, and pleasant aroma. Explaining the role of sugar as a high caloric nutrient in candy, he also described army and other tests showing bad effects which a low caloric ration can have on the human body.

A symposium on starch closed the morning session. John A. Kooreman, sales engineering for Western Bulk Sales Dept., Penick & Ford, Ltd., Inc., was moderator. Participating members were: John M. Krno, vice-president and director of technical service for Corn Products Sales Co.; Dr. T. A. White, chief chemist, General Laboratories, National Starch Products, Inc.; and Robert L. Lloyd, manager, Sales Service Division, American Maize-Products Co. A round table discussion, under direction of James A. King, closed the conference in the afternoon.

● **V'Weger Candy Co.**: "V'Weger's Victoria," a new product is being introduced by this firm to retail at 5 cents. Weight is $\frac{1}{8}$ oz. Distribution is through jobbers.

● **Sylvania Div., American Viscose Corp.**: A brochure on using cellophane for retail store packaging is being distributed. Copies are available from the firm at 350 Fifth Ave., New York 1 and branch offices.

Confectionately Yours

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Candy Press-Time News

• **NCWA Meets in Chicago:** Themed "The wholesaler and the billion dollar baby," the fourth annual convention of the National Candy Wholesalers' Ass'n was meeting in Chicago's Stevens Hotel at presstime. Stressing the urgency of safeguarding the nation against totalitarianism, Dr. Clark Kuebler, president of Ripon College, Ripon, Wis., warned especially against insidious restrictions on the thinking and lives of individuals as human beings. Dr. Kuebler delivered the keynote address on the opening program. NCWA President John F. Poetker, Jr., in his president's message, asked for greater cooperation between manufacturers and wholesalers, not only to keep candy sales at a high level but also to raise volume. W. C. Dickmeyer, of Wayne Candies, Fort Wayne, Ind., told the session the Fall outlook looks good, that there is no foreseeable likelihood of a depression as serious as that of the 30s because the country is in a much stronger position, and that hard work and selling will keep candy volume high. William A. Quinlan, NCWA legal counsel, discussed implications of pending legislation on the confectionery industry. Candy merchandising techniques, plans for observance of "Sweetest Day," and election of officers were scheduled for discussion in the following program sessions.

• **Curtiss Candy Co.:** A new spectacular visible to over 200,000 vehicles daily on Chicago's Outer Drive has been installed. The sign is 154 ft. long and 56 ft. high. It carries the message: "Another Curtiss Product." A painted panel is changeable to feature different products.



CHARLES P. WALKER, JR., is named general sales manager for Chas. Pfizer & Co., Inc., Brooklyn, announces Fred J. Stock, vice-president in charge of sales. Frank F. Black succeeds Mr. Walker and becomes acting manager of the Medicinal Sales Division.

• **Peter Paul, Inc.:** The first newspaper advertising to be used in several years by this firm was released in June. One-thousand line, four-color ads featuring an offer of nine flower prints in exchange for 25 cents and three candy bar wrappers were scheduled.

• **Hugo Wallace Goerner:** Owner of the 101-year-old Peck Confectionery, in St. Louis, Mr. Goerner died recently. He was 63.

• **NAMA West Coast Meeting:** C. O. Matheis, vice-president, of Bishop & Co., Inc., Los Angeles, was scheduled to speak at the National Automatic Merchandising Ass'n regional meeting in the Hotel Biltmore, June 24 on "Sales tax on Candy—What to Do About It?"

• **AACT Reelects Officers:** Simon Schnitzer, of Leaf Brands, Inc., was reelected president of the American Ass'n of Candy Technologists at the first national convention of AACT in the Stevens Hotel, Chicago, last month. Velt Stafford, Richard W. Haley, and Hans Dresel were reelected vice-president, second vice-president, and secretary-treasurer, respectively. Membership is now 237. First meetings of the new west coast groups will be held as follows: July 7, Hotel Biltmore, Los Angeles; July 15, St. Francis Hotel, San Francisco; July 26, Hotel Olympic, Seattle. Speakers will be Lloyd E. Slater, of the Brown Instrument Co., and Robert L. Lloyd, of American Maize-Products Co.



JOHN A. CARTER, former general manager, is named president of Oakite Products, Inc. D. C. Ball, founder and president, is named chairman of the board. David S. Ball is named 1st vice-president. H. Liggett Gray, James Beckett, and David A. Hearn are reelected vice-president, treasurer, and secretary, respectively.

• **Elmer Candy Co.:** Nineteen employees who have been with the firm 25 years or more were presented watches at the first meeting of the organization's 25 Year Club by O. B. Elmer, general manager. Mrs. Florence Meyers, with 45 years' service, and Joseph Richards, with 39 years' service, both of whom received watches, have been with the firm the greatest number of years.

• **Hooper's Confections:** A 10-oz. assortment from its "My Selection" package is being introduced in a richly printed glassine bag.

• **Sweetest Day:** A National Council for the Promotion of Sweetest Day has been formed to promote the third Sunday of October of each year as "Sweetest Day, a Day to Make Someone Happy," announces Sidney Bielfield, executive director. Aim is to make Sweetest Day which will be held October 15 this year, "a national gift-giving day."

Charles H. Welch, Jr., of the Fred Sanders Co., Detroit, is named president of the National Council. George Frederick, of Loft Candy Co., is first vice-president. S. W. Neill, of Mrs. Snyder's Candies, is second vice-president. William D. Blatner is secretary. The Board of directors includes: John Hayes, of Fanny Farmer; Charles Cook, of Cook-Unterrecker; H. L. Jeffery, of Maud Miller; Ralph Hopkin, of Marquetand's; Gordon Lamont, of Lamont Corliss; Gerald Shattuck, of F. G. Shattuck; Vene Perry, of Detroit Candy Co.; Herbert Tenzer, of Barton's; Ashley DeWolf, of Hershey Chocolate; Herman Heide, of Henry Heide; and Harry Simpson, of Illinois Fannie May Co.



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A New Improved Acidulant
**CITRIC ACID ANHYDROUS
FINE GRANULAR CG**

- Speeds Production
- Makes a Clearer Candy
- Saves You Money



♦Yes, the new Pfizer CITRIC ACID ANHYDROUS FINE GRANULAR CG will do all three things. It has approximately the same granulation as citric acid U.S.P. fine granular XX and may replace the older acidulant with superior results. Note these advantages again:

1. Speeds Production

When properly used, this new Pfizer Acidulant dissolves in the melt much more rapidly than citric acid U.S.P., is easier to incorporate and can be dispersed faster.

2. Makes A Clearer Candy

Because of the above advantages, the use of Pfizer CITRIC ACID ANHYDROUS FINE GRANULAR CG minimizes the amount of kneading required — thus greatly reducing the incorporation of air bubbles in the candy mix.

3. Saves You Money

The Confectionery Grade of anhydrous citric acid contains 8.5% less water than the U.S.P. product. Therefore you save on shipping charges, handling charges and storage charges.

For details on how to change over to CITRIC ACID ANHYDROUS FINE GRANULAR CG write today to our Technical Service Department. Chas Pfizer & Co., Inc., 630 Flushing Avenue, Brooklyn 6, N. Y.; 425 N. Michigan Avenue, Chicago 11, Ill.; 605 Third Street, San Francisco 7, Calif.



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